Digital Signage Roles & Responsibilities

Digital Signage Pre-deployment

- IT schedules physical inspection and meet with FD&O and the customer to finalize the location for the digital signage.
- IT also purchases monitors,
- IT configures Cisco Interactive Experience Client (IEC) box
- IT installs data port (if needed) and provides hands-on training to customers
- Customers are responsible for making the location ready for digital signage (such as installing a power outlet, removing the bulletin board, painting the wall), attending training and creating content.

Digital Signage Deployment

- IT deploys monitor and IEC at finalized location with content created by the customer
- Customer participates in User Acceptance Testing (UAT) and signs off on deployment

Post-deployment

- IT continues to provide technical support and training to digital signage users
- Customer is responsible for coordinating with the appropriate unit/department/college tech support teams for hardware support

Requesting Digital Signage

1. Customer requests digital signage via email or iSupport ticket.
2. IT responds to customer with a list of preliminary pre-deployment requirements. Note that the customer must obtain budget approval from their department manager before any additional steps can be taken.
3. Once the budget is approved and the approval is confirmed by IT, a site content manager and an IT contact are assigned to the customer.
4. FD & O (Facilities) selects a proposed site for the digital signage.
5. The customer purchases display screen (TV) and mounting bracket for the digital signage.
6. IT opens iSupport ticket to the Facilities Department
7. IT confirms that a Cisco IEC box is available for use
8. Facilities accepts the iSupport ticket
9. Facilities submits an official estimate for the digital signage mounting
10. Facilities complete Utilities requirements:
11. Displays and other equipment must have their own power source at their locations and should not pull power from a lighting source. Note that displays don't usually require a dedicated circuit or typically run a surface mounted conduit
12. Data can be hardwired at the same time as power. Going forward Wi-Fi may work. Need to check signal strength at each location.

13. Note that some plaster walls in campus buildings contain asbestos. For example, Duncan Hall, Macquarrie Hall, and Sweeny Hall will require abatement, which costs tens of thousands of dollars to implement.
14. Facilities completes the State Fire Marshal (SFM) requirements:
15. The digital signage should not narrow the fire corridors. Most hallways are fire exit routes and some may not be wide enough to meet current code standards.
16. If people congregate to read digital signage, will they block the regular flow of foot traffic?
17. SFM will review and approve all locations on a case by case basis. SFM charges for review and expense will need to be covered by the project.
18. Facilities submits digital signage plan to Fire Marshal for approval
19. Facilities receives Fire Marshal approval
20. Facilities mounts the display on the wall in the designated location
21. IT mounts and tests the Cisco IEC box and wireless connectivity
22. IT trains the customer on how to use the digital signage
23. The customer signs off on the digital signage installation
24. IT grants digital signage access to the requester via a special login.