

**Industry:** Education

Brighton Secondary College deploys Black Box's award winning digital signage solution across the campus to communicate with students and visitors alike.

**Background:**

Established in 1955 under the leadership of Principal G M Stirling, Brighton Secondary College has developed a rich heritage in the past 59 years. The school caters to 1200 plus students as they continue to perform well academically in many disciplines and make valuable contributions to community life and work after their school years.

Cameron Scholten, IT Manager at Brighton SC began investigating the most effective means to inform students and parents of the school, the school knew they needed a reliable, user-friendly display technology across the school campus. Brighton SC selected Black Box to implement and manage an end-to-end digital signage solution to support their teachers, students and visitors.

## **About the Project:**

With the opening of the new wing that comprised of the innovative Year 9 Discovery Centre, opened in 2006, new VCE and Pathways Centre opened in 2010, and a new State-of-the-Art Science, Arts and Technology wing in 2013, Brighton SC acknowledges the individual needs of students and the emerging technologies of the digital age. A new approach was required and Digital Signage was identified as the preferred communications method because of its visual and engaging appeal to young people.

The school previously had an old digital signage system; it had reached its end of life. They required a new bespoke digital signage solution to enable the presentation of all kinds of relevant information in different layouts via a variety of media. The school wanted an easy to use web interface so administration staff can manage and upload content at any time.

The [iCOMPEL™ digital signage solution](#) comprised of one publisher and 8 screens installed in common open areas including the VCE building, student lockers, new school building, and canteen where students have the chance to see the information several times throughout the day.

By understanding the content strategy, Black Box identified the right system to integrate with the schools existing infrastructure. A customised, flexible and scalable digital signage solution was installed.

## **Solution:**

The school utilised a point-to-multipoint configuration to duplicate the same content to multiple displays. [Black Box MediaCento](#) product was used to transfer AV over IP Signals to all the screens on the existing network thus saving thousands of dollars on infrastructure changes. Content transmitted over Cat 5e cable to other locations on the school campus, enabled audio and video material to be displayed on multiple remote screens in real time. A multi-zone screen layout was created where each zone can be managed individually and the content can be dynamically changed as required.

## **Result:**

Black Box provided a demonstration, followed by evaluation and product training as a part of this project. Since there were no changes made to the existing infrastructure, the installation was completed in a short time. The preinstalled layouts helped the school to create eye catching professional layouts quickly whilst minimising repetitive tasks. Also, free software updates and no ongoing subscription or licensing fees has helped the school to lower its cost of ownership.

*“Using iCOMPEL, we have been able to create and customise the layout with fresh, exciting and professional looking content. Due to the variety of elements used to populate the board, now multiple users can easily have access to edit certain parts of the canvas at any time. It's a huge step forward from the previous digital signage solution, as only one user was able to upload all the information. The Black Box team was very knowledgeable and were very helpful in providing us with the right solution.” – Cameron Scholten, IT Manager/Senior Engineer of [Brighton Secondary College](#).*

---

**For more information contact:**

Black Box Network Services Australia

**Office:** 1300 734 455 ♦ **Email:** sales.au@blackbox.com

**Website:** [www.blackbox.com/en-au](http://www.blackbox.com/en-au) ♦ **Address:** 15-17 Jellico Drive, Scoresby, 3179