Multiple Screen Split-Ultra HD Signage - 65UH5C

Maximizing Opportunities for Digital Signage in the Education Market

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INTRODUCTION

As technology continues to evolve, the number of tech-savvy students using digital devices, as well as their needs for personalized education, are increasing. Today's classroom model is no longer one of "teacher speaks, students listen," but rather an environment where students can collaborate with one another, learn at their own pace, and use technology as a classroom tool. Accordingly, educational institutions are challenged with increasing teaching efficiency and upgrading facility communications via digital display technology.

As a content communication platform connecting educational institutions with students, LG's digital signage solutions offer four key advantages to resellers and systems integrators with K-12 and Higher Education clients:

1) Become a trusted advisor by providing commercial-grade products that offer high reliability and extended use.

2) Ease of installation and set-up with Crestron Connected® certified and Cisco Spark™ Room Kit compatibility.

3) Wide array of offerings and form factors create numerous opportunities for installations.

4) Backed by LG's commercial 3-year warranty and optionally available Enhanced Service Plan.

This eBook covers the benefits of LG digital signage for educational facilities as well as key product placements from the classroom to the entire campus.

Dual-View LG OLED Display - 65EE5PC

What Are Today's Educational Needs?

As a reseller or systems integrator, when you recommend a comprehensive digital signage solution for an educational facility you have four audiences to consider:

Students

Today's students are digital natives and want an exciting class time and a learning environment that increases productivity and concentration. They want personalized learning that fits their level of content absorption and encourages them to research and study. They want easy material sharing for seamless in-class activities and discussions, and a clear view of resources from teachers and other students.

Teachers

Teachers want to provide a high-quality education, with clear supporting materials. They want efficient delivery of materials according to each student's level, and convenient sharing of resources between teacher and students, or among students to facilitate collaboration. They want to organize course material not only for teaching but also for

reference by other teachers and students. They want to easily update the material and set it up quickly for the next class.

School Administrators

School administrators want a technology-oriented facility that supports teachers and students with a wide range of information. They want an organized environment for administrative staff to support the students' families with efficient paperwork and requests. And they want a smart school image that reflects its fast adoption of technology and attracts student enrollment.

IT Directors

IT directors want durable and reliable technology, with simplified maintenance of hardware and software. They want easy installation and compatibility with their existing network provider's system and content management solution. They also want responsive service with prompt personal attention to deal with problems, compatibility issues and support for special features.

How Can LG Digital Signage Benefit an Educational Institution?

LG has all the commercial display technology resellers and systems integrators need for education clients. Our UHD displays can provide a stunning visual experience, multi-touch functionality, blended learning with student devices and instant access to valuable data. They can be easily managed from a central location, and they're built to operate dependably from the morning bell to lights out, with 18/7 to 24/7 operation depending on model. What's more, LG's service and support leads the industry. LG digital signage solutions can bring many benefits to an educational facility:

An Elevated Appearance – LG large-format displays and video walls can transform the facility with a high-tech, visually stimulating appearance that will appeal to students, alumni and visitors alike.

In the classroom, labs and testing areas, UHD interactive whiteboards, Zero Client virtual computers and IPS desktop monitors provide outstanding image quality and a wide viewing angle where colors and contrast remain true and text stays crisp.

Dynamic Educational Content – Using LG digital signage, instructors can easily prepare and provide a broad range of educational content to support student involvement and greater lesson comprehension.

Real-time Content – Availability of real-time content and video sharing via digital signage makes the

Ultra Narrow Bezel Video Wall - 55VH7B-H

LG Interactive Digital Board - 86TR3D

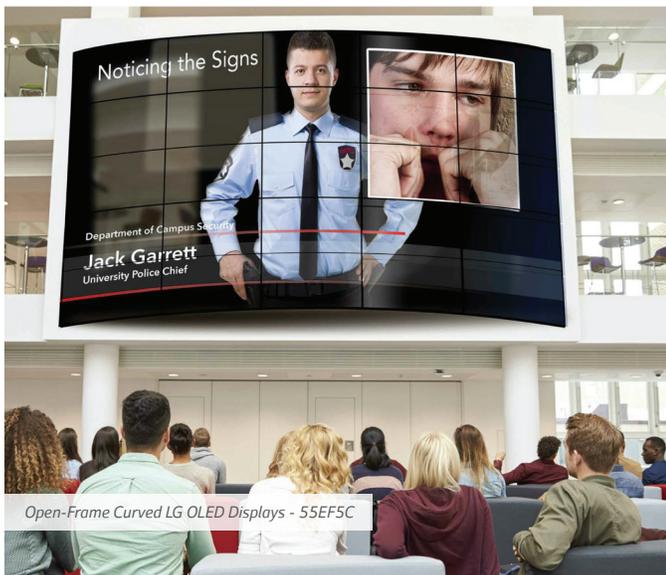*Open-Frame Curved LG OLED Displays - 55EF5C*

teacher's instruction easier and more efficient, even in group instruction involving multiple locations. Every student receives the same content at the same time.

Seamless Classroom Communication – Teachers and students can share content from their devices (BYOD) to the digital signage display over a Wi-Fi network. This greatly improves collaboration in classrooms and lecture halls.

Interactive and Self-paced Learning – Students' individual use of interactive whiteboards in class can provide personalized learning where each student can progress at their own pace. Such an environment can result in higher levels of student achievement.

Automated Videoconferencing – LG offers a number of commercial displays that are Crestron Connected certified and Cisco Spark Room Kit compatible for seamless integration, completely automated control, auto on/off and full functionality via Ethernet, from anywhere.

Easy Campus-wide Communication – LG digital signage with embedded SoC (System on Chip) and webOS for Signage platform enables centralized content management and faster, Greener updates of educational materials and displays. This results in a much more effective administrative process and cost/time efficiencies.

Emergency Alerts – A campus-wide digital signage network allows an administrator to quickly push important information out to a single display, a group of displays or every display on the network.

Key Placements for LG Digital Signage in Educational Facilities

LG's wide array of digital signage solutions offers vast opportunities for placement across most campuses. The range of sizes and form factors, outstanding image quality and long-term reliability make LG an ideal fit both inside and outside the facility, and all displays can be centrally managed via webOS, SuperSign™, or third-party applications such as Hoylu.

Here are some of the ways these displays are helping improve operations wherever they are used:

Campus Entrance

Keep students, their families and faculty informed and updated with upcoming events, closures and more, year-round. Improve the school's image and increase engagement with high-haze outdoor and semi-outdoor displays plus window-facing indoor displays designed to provide bright, clear images and reduce glare in harsh lighting. Recommended: LG-MRI (Manufacturing Resources International) BoldVu® displays, LG Open-Frame displays, Premium and Standard Outdoor Direct-View LED displays (LPB, LBS series).

Lobby/Reception

Greet visitors with a breathtaking digital view on Ultra-Narrow Bezel video walls and Dual-View Curved Tiling LG OLED displays, and show them the way around with UHD Interactive digital boards and displays. From single-map displays to interactive touch screens with compatible apps for off-loading directions, LG wayfinding solutions can be as simple or as complex as needed. Touch screen and mobile integration via apps on webOS make interactive and indoor mapping easier than ever.

Outdoor Display - 75XE3C

Classroom Entrance

Provide pertinent information before class, and instant alerts with instructions in case of emergency. Increase engagement and elevate administrative effectiveness. Recommended: 86- and 88-inch Ultra Stretch displays, Premium digital signage (LS, SH series) and Standard digital signage (SM series).

Classroom

Increase engagement, improve collaboration and enhance teaching capacity with UHD Interactive Whiteboards (TR series), Premium digital signage (LS, SH series) and Standard digital signage (SM series). Touch screen technology is most often deployed in K-6 whereas non-touch is generally preferred for 6-12 where students bring their own devices and connect via Wi-Fi to the display in front of the class.

Laboratory

Reduce paper clutter, eliminate miscommunication and deliver clear instructions. Increase engagement, improve collaboration and enhance teaching capacity with UHD Interactive Whiteboards (TR series), Premium digital signage (LS, SH series), Standard digital signage (SM series), Zero Clients and IPS desktop monitors.

Computer Lab/Testing Area

For computer access and centralized testing, network security is critical. Cloud-based LG Zero Client TERA2 (V Series) monitors utilize a Teradici® TERA 2 Chipset and VMware® software to deliver a powerful and secure virtual desktop computing solution while reducing system building, maintenance costs and energy consumption. LG's IPS screen

UltraFine™ Desktop Monitor - 22MD4KB-B

UHD Commercial TV - 65UV340C

technology offers a superior viewing angle and image quality. Alternately, LG's CBV42-B Zero Client TERA2321 (V Series Box Type) solution converts any desktop monitor into zero client functionality.

Administrative Office

UHD Multi-touch signage and LS, SH and SM series digital signage with touch overlay kits enable the office to be highly organized, efficiently separating information for students and faculty via kiosk. Easy centralized content management ensures a quick response to daily requests, updates and emergency alerts. Improve staff productivity and multitasking with IPS 4K and FHD desktop monitors, 21:9 UltraWide monitors and Zero Client virtual computing solutions.

Library

Digital signage inside and outside the library can increase student foot traffic and facilitate management of resources and real-time content. Study areas equipped with Zero Clients enable secure research. As the facility converts to an electronic library with digitized publications and files, it can be a treasure trove of on-demand knowledge for the school community. Recommended: UHD Interactive digital boards and displays, Premium digital signage (LS, SH series), Standard digital signage (SM series), Ultra Stretch displays (86-inch and 88-inch), V Series Zero Clients.

Auditorium/Lecture Hall

Provide large-screen lesson support and entertainment, and promote upcoming events in outstanding 4K UHD image quality, with Ultra-Narrow Bezel video walls. LG's online video wall configurator makes it easy to visualize the best solution for the space.

Student Lounge

Provide entertainment on demand with durable 65-inch class UHD commercial-grade TVs. A lockout feature prevents unauthorized access to menu settings and feature sets.

Conference Room

Build social, emotional and global understanding by communicating with students and schools around the world. LG offers the ideal solutions for tele-education and videoconferencing with a wide array of Crestron Connected certified and Cisco Spark Room Kit compatible displays for conference room automation.

Cafeteria

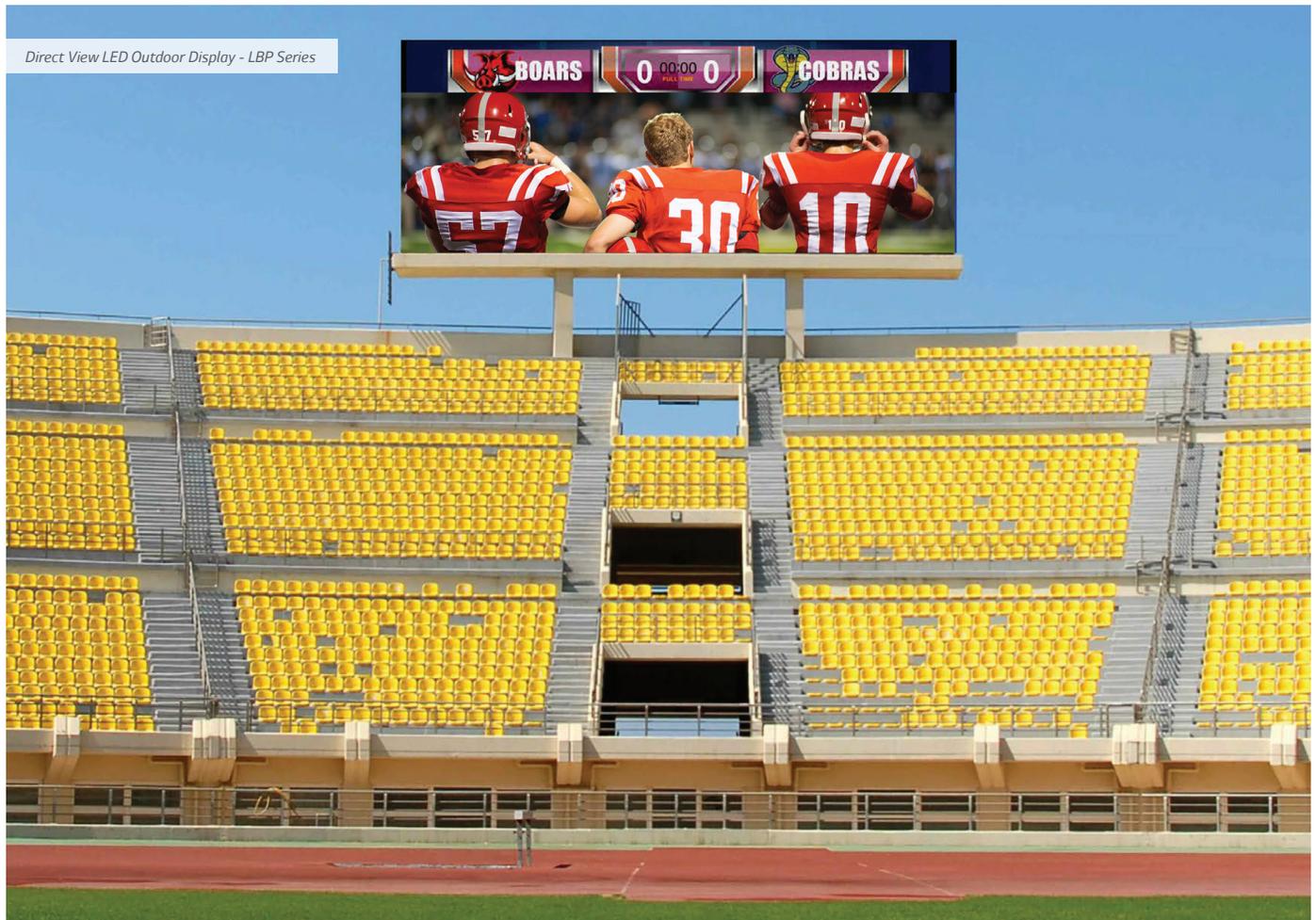Keep cafeteria lines moving with IPS Menu Boards, and Ultra Stretch displays (86-and 88-inches, portrait or landscape configuration) that are easily viewed from virtually any angle. Show daily menus, nutritional information and high-resolution images to whet appetites. Easily update content from a central location. Provide mealtime entertainment on SuperSign commercial TVs.

Court and Field

Provide a state-of-the-art college sports experience for the court and field with Premium and Standard Indoor and Outdoor Direct View LED displays (LAP, LAS, LPB, LBS series). Create jaw-dropping custom structures with Open-Frame LG OLED displays.

Security Department

Connect to and manage the campus security system with 21:9 UltraWide desktop monitors that maximize simultaneous viewing of multiple camera feeds.

Direct View LED Outdoor Display - LBP Series

Why LG for Education

Educational facilities looking for a digital signage network are thinking about the next three to five years or longer, and how the technology they choose today will keep up.

Commercial-grade Engineering

LG commercial displays are engineered for durability, reliability and long-term use. They do not degrade with a blackening effect when used in direct sunlight and high surface temperatures, and outdoor displays maintain their high brightness over time. LG's ISM (image sticking minimization) for LCD panels prevents ghost images and image burn-in. Conformal coating improves long-term reliability of the circuit board by protecting it against humidity, dust and other airborne particulates. A lockout function prevents unauthorized access to display settings and feature sets. The slim, lightweight design facilitates installation, and remote care functions include self-diagnostics, pixel sensing and signage condition email alerts. Three HDMI Ports enable greater connectivity.

Wide Range of Designs

LG commercial displays offer the most diverse selection of form factors to integrate easily into the physical space and fit within the environment. The unique form factors plus landscape and portrait modes enable LG displays to go where no display has gone before.

• The world's first curved and dual-sided flat designs for LG OLED displays.

• The world's first 58:9 and 32:9 extended wide format 86-inch and 88-inch Ultra Stretch displays with picture-by-picture capability with up to four divided screen sections.

• Wide range of sizes from small signage to large Ultra-Narrow Bezel video walls to massive Direct View LED displays.

• Transparent LED film can be cut to size.

UHD Commercial TV - 65UV340C

Outdoor Display - 75XE3C

Ultra Stretch Display - 88BH7D

21:9 UltraWide® IPS HDR WQHD+ Monitor - 38BK95C-W

IPS Technology

There are good reasons the medical, broadcast and photographic industries specify displays with IPS technology. IPS (In-Plane Switching) is an LCD screen technology that dramatically increases image quality and performance in a number of ways:

• A true, wide viewing angle up to 178 degrees, where colors and contrast remain consistent and data is clearly readable.

• Superior color reproduction for critical image evaluation.

• Runs considerably cooler than VA monitors.

• Energy efficient for greater environmental responsibility.

• More stable and reliable — no image distortion when mounted on a wall or articulating arm, or when tapping/rubbing on the panel.

• Resistant to blackening defects even when used under direct sunlight for a long period of time.

• Color accuracy remains consistent over long-term use.

webOS 3.5

webOS for Signage Platform

WebOS for Signage is LG's commercial all-in-one hardware and software platform providing easy integration plus centralized content management. It works with the displays' embedded high-performance system-on-a-chip (SoC), and offers educational facilities a host of full-scale enterprise upgrades, cloud-based solutions, mobile accessibility, screen control and multi-touch solutions via LG's expanded solution partners.

SuperSign

LG SuperSign is a complete solution, comprising software, LG media players and LG commercial displays. It is designed for distribution of virtually any content, management of endpoints (displays and media players) and fully scheduled operation of content and devices.

Enhanced Service Plan (ESP)

Stay protected and connected with extended coverage, comprehensive options, quick swap and white-glove service for LG commercial-grade products. Available for purchase, this plan minimizes product downtime with next business day exchange and 2nd business day display delivery.

GEM Discount Program

LG offers a best-in-class 3% discount for government, education, medical, and house of worship sales on select commercial-grade products including TVs, large-format FHD and 4K UHD IPS displays, Zero Clients and IPS desktop monitors.

LG also has a strong lead registration program for opportunities you want to bring to closure. Reach out early and lock in the best pricing.

Conclusion

As a reseller or systems integrator you have access to a number of display technology brands. When considering a digital signage deployment for an educational facility, it pays to partner with a brand that offers a total end-to-end solution, and a vast selection of products to create more opportunities for placements. From consultation and design to installation, integration, content creation/management and ongoing service/support, LG will be there for you, with a single point of contact to make your life significantly easier. **Let's work together.**

⊙LG | **Business Solutions**