

# CAYIN Digital Signage Solution Creates Modern Learning Environment for BarcelonaTech in Spain

## BRIEF PROFILE

Place: Spain

Industry: Education

Solution:

- SMP-WEB3 x 15
- 15 & 42" LCD screens x 15
- CMS-MINI x 1

### Universitat Politècnica de Catalunya (UPC)

BarcelonaTech (UPC) is Spain's technical university with the highest number of international PhD and master's degree students. UPC also host more strategic research projects funded by the European Union's Seventh Framework Program than any other Spanish university.

With more than 2,000 foreign students from all over the world enrolling each year, the University has positioned itself as the center for knowledge exchange to create influential innovations, ranging from science and technology to architecture.



CAYIN's digital signage players empower 15 LCD screens in BarcelonaTech (UPC). This project was conducted and implemented by PGN and imaginArt, CAYIN's premium partners in Spain. The new digital screen network has created a paperless environment and provides instant, updated information to students and visitors while simplifying daily operation at the same time.

### Target to Create Modern Learning Environment

Campuses in Barcelona assemble cutting-edge research centers and talented students and researchers. They have become the reference point in the area of technological innovation. CAYIN's digital signage solution is introduced in this project by PGN and imaginArt, CAYIN's premium partners in Spain, to achieve the following objectives:

- Utilize cutting-edge technology to convey dynamic and timely information.
- Surpass the old-fashioned bulletin board and create a paperless environment.



### Digital Signage Solution

- 15 units of 15" and 42" LCD displays are installed in one building in Barcelona campus.
- 15 units of CAYIN SMP-WEB3, web-based digital signage players, are responsible for managing and storing multimedia content.
- 1 unit of CAYIN CMS-MINI digital signage server is used to centrally control all media players.

### Stay Tune for the Latest Updates

To effectively increase the reach of school public announcements, 42" LCD screens were installed in the main hallway of each floor. Students and visitors can always see those screens whenever they enter and exit each floor.

The digital screen network has become an influential media to convey school announcements, promote seminars and events, reveal new research breakthroughs, and reinforce the university's culture. The university believes that information transparency is essential to create a positive learning environment. CAYIN's digital signage solution also makes it possible to broadcast information effectively without printing posters and flyers.

### Walk into the Wrong Classroom?

To clearly indicate the class or event inside each classroom, UPC installed a 15" LCD screen outside each classroom. Therefore, students and visitors can learn about the teacher and subject of the class taking place in each room and identify the correct room quickly. The schedule is edited in advanced on a CAYIN CMS server. Each screen will show the class information automatically based on the schedule.

"UPC is very impressive especially in professional installation and high-quality multimedia presentations," said Mr. Gabriel Mulero, Digital Signage Manager of imaginArt. "The digital signage network is truly helpful for them to build up a modern learning environment."



### Maximize Efficiency and Minimize Operating Costs

CAYIN digital signage players are equipped with powerful remote managerial functions. School staff sitting in the office can centrally control all players scattered in the whole building by a CMS server. They can also choose to edit a schedule directly on each SMP digital signage player.

To save energy, administrators can set a schedule to turn on and off screens automatically. Easy maintenance is also vital to daily operation. They can restore configurations or recover the system immediately, whenever it is necessary.



### CAYIN Technology in Brief

CAYIN Technology offers a complete portfolio of digital signage solutions including media players, servers, and software which are applicable to various industries, such as education, retail, hospitality, corporate, financial, and public institutions. CAYIN is dedicated to being a reliable partner to its clients worldwide, and has successfully set up various application references globally. In order to best facilitate the deployment of CAYIN products, the company also provides tailored services to satisfy the ascending market demand for almost limitless applications.

### imaginArt in Brief

imaginArt, one of the major AV importers/distributors in Spain with more than 18 years of experience in the audiovisual market, delivers integrated solutions in AV production, multimedia, AV installations, Digital Signage and IP video through a significant distribution network of installers and AV dealers as well as IT resellers.

### PGN in Brief

PGN is an AV system integrator in Spain with more than 15 years of experience in complex A/V installations. It is also specialized in Digital Signage installations, video conferences, and control systems.



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