

Kasetsart University

Kasetsart University Library Turns Every Elevator Wait Into a Message Students Cannot Miss

BRIEF PROFILE

Place: Bangkok, Thailand

Industry: Education

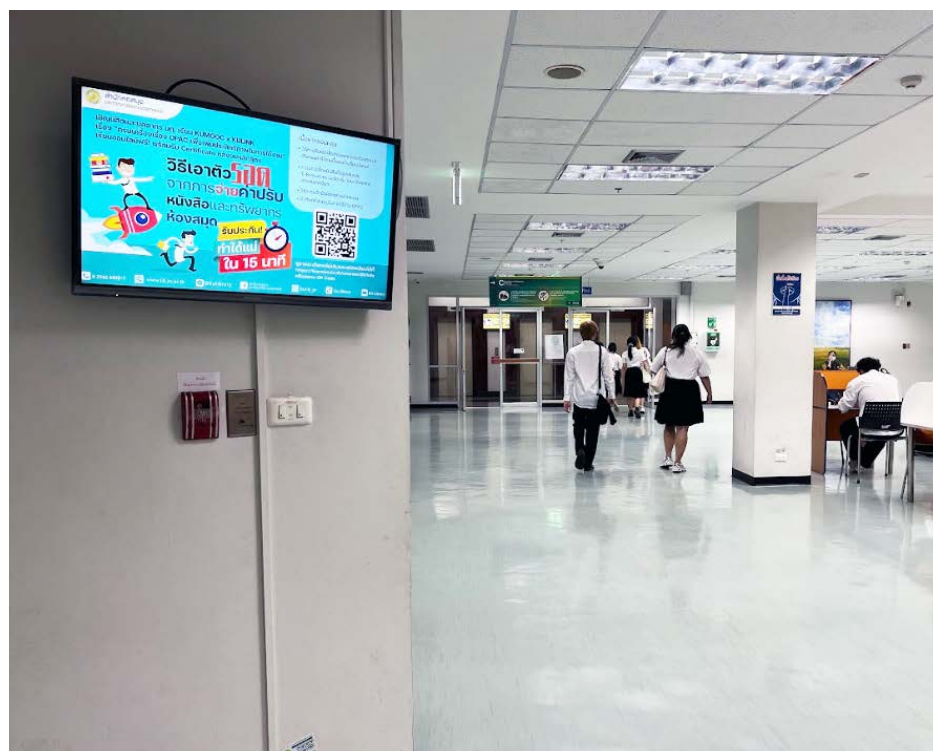
Solution:

- SMP-2200 × 20
- CMS-SE × 1
- Robustie Solution

Twenty Screens, One Dashboard, and an Elevator Ride Every Student Actually Pays Attention To

DmaSStech unifies the elevator lobbies and study floors of Kasetsart University Library with 20 CAYIN SMP-2200 players and one CMS-SE server, giving library staff a single dashboard to manage every screen on campus.

Every day, thousands of students pass through the elevator lobbies of Kasetsart University Library in Bangkok, Thailand. Those few seconds of waiting used to be dead time. Working with local installer and media partner DmaSStech, the library built a digital signage network that turns idle wait time into an active communication channel for the entire academic community, all managed by the library's own staff.



Digital signage displays mounted above the elevator doors on the third floor of Kasetsart University Library, reaching every student who waits for a ride between floors.

DmaSStech deploys 20 CAYIN SMP-2200 players and one CMS-SE server at Kasetsart University Library, the academic library of one of Thailand's most established public universities, giving library staff a single dashboard to manage every screen on campus.

A Library That Needed to Speak Faster Than Paper Could

Kasetsart University Library is the academic support unit behind one of Thailand's most established public universities, serving students, faculty, researchers, and staff with the goal of promoting learning, research, and sustainable academic development. Like most large academic libraries, it faced a familiar problem. Printed notices, posters, and bulletin boards could not keep pace with a campus where events, deadlines, and services change by the week.

The library needed a way to deliver real time, dynamic content, information that could be swapped in minutes rather than reprinted and pinned up again, and that could flex to fit any situation, from a routine schedule change to a time sensitive campaign. Digital signage was the clear answer, but only if it could be

Twenty Players, One Server, Every Screen Under One Roof

To meet that need, DmaSStech installed 20 CAYIN SMP-2200 digital signage players paired with one CMS-SE server, CAYIN's enterprise grade content management platform. The screens are placed exactly where student traffic concentrates. At the elevator lobbies on the library's upper floors, displays are mounted directly above the elevator doors on both sides, catching every student who waits for a ride between floors. Along the open plan study areas and circulation routes, additional screens are mounted on structural pillars, positioned in clear sightlines near wayfinding signs for services such as The Older Library, Individual Study, Circulation Service, and Warehouse Book.

This is not a scattered collection of screens running independently. Every SMP-2200 player connects back to the CMS-SE server, so the library's own communications staff can push a new announcement, event notice, or safety reminder to every screen on campus, or to a targeted subset, from one dashboard. No file has to be copied to a USB drive. No player has to be visited in person.



Content the Library Writes, Schedules, and Publishes Itself

The screens are not simply idle rotators of generic messages. In one campaign shown on the library's own displays, students are shown exactly how to clear a library fine debt without paying, tied to a KUMOOC and KULINK online course initiative, complete with a QR code and a clear promise that the process can be completed within 15 minutes. Alongside it, the same network of screens carries DPAC course information, certificate program details, and step by step visual instructions, all designed to be scanned and acted on in the time it takes an elevator to arrive.

This is the practical proof point of the deployment. Content, announcements, activities, and campus news, is created and managed entirely by Kasetsart University Library's own staff. The library decides what students see and when, without waiting on an external vendor to publish each update.



Why Elevator Lobbies Work Harder Than Any Other Wall in the Building

Elevator lobbies are one of the few guaranteed dwell points in any multi floor building. Students cannot scroll past them and cannot walk by without pausing. For a university library, that makes the elevator bank a natural home for time critical messages, from exam schedule changes to workshop reminders, alongside the pillar mounted screens that reach students already moving through the study floors. Pairing a high dwell point with a high traffic corridor gives the library two different kinds of exposure from the same content library, without doubling the workload for staff.

The project began and was completed on August 10, 2026. There was no phased rollout stretching across semesters and no prolonged technical troubleshooting. DmaSStech handled installation and media integration end to end, and the system has been running smoothly since the day it went live, meeting the library's original requirements for a communication network that is fast, modern, and fully within its own control.

A Rollout Delivered on Schedule by DmaSStech

According to Kasetsart University Library, the installation has proven successful, and the library is operating the system smoothly and effectively.

DmaSStech served as the installer and media integration partner for the project, delivering the full network of 20 players and one server as a single phase rollout rather than a staged deployment across semesters. Their work at Kasetsart University Library reflects the kind of turnkey execution that academic institutions need when a project has to be completed within a fixed window and handed over ready to run without ongoing on site support.

Trusted by Academic Institutions Worldwide

CAYIN Technology has been a trusted digital signage solution and software developer from Taiwan since 2004, with hardware and software deployed in more than 100 countries across education, retail, hospitality,

transportation, and corporate environments. From a single library floor to a multi campus network, CAYIN's SMP media players and CMS software give institutions the reliability long term deployments demand and the flexibility that modern content strategies require.



CAYIN Technology in Brief

CAYIN Technology offers a complete portfolio of digital signage solutions - including media players, servers, and software — that 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.



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