Digital Signage
Recommended configurations
Last updated: March 2012

The Office of Communications, in conjunction with Computing and Network Services and the Instructional Technology Service, has come up with the following configurations for easy estimation of digital signage implementation costs.

There are two primary expenses: the computer behind the panel and the panel itself. There are incidental costs (cables and wall/post mounts, mostly) that will be required in addition to these configurations.

	Good - 40"	**Good - 46"**
Computer	Dell Optiplex 990 Energy Star Minitower Core i5 Processor, 3.3ghz Standard ESF Desktop *ESF Quote includes P2312H 23" Widescreen Monitor; this is unnecessary for Digital Signage. Cost may change if removed.* **Cost as quoted: $889.89**	
Display	Samsung HE40A	Samsung HE46A
Cost	$1,023	$1,368

Costs current as of March 12, 2012 - Display costs as sourced from GovConnection

Mounts
Depending on location, you can choose from a wide variety of wall and stand mounts; cost is typically less than $200 depending on the type of surface, size of display, and style of mount.

Incidental costs
Cables - cost will vary (length required, type required)
Adapters - as needed (inexpensive)

What if I already have a machine?
You can remove the need for the computers above if you already have a computer that can meet these minimum requirements:

   • Must be Windows 7 capable
   • Minimum Dell machine is Optiplex GX620

What else do I need?
You need a place for the monitor (and the ability to safely install it) and a nearby location to install the computer. Locked cabinets, nearby offices, and other methods can be

employed - but you need to be able to run cables between the computer and the display.

Policies
All new digital signage needs to be centrally controlled via the campus-purchased Four Winds Interactive system. This system allows us to interrupt signage for campus security alerts via OrangeAlert and NY-Alert and makes content distribution much easier.

What do I get?
Centrally controlling your digital signage allows easy distribution of flyers, news, events, weather and other information and creates a standard and reliable information gateway. Four Winds' system greatly improves reliability of service. Departments will still have the ability to manage the content on their displays, and the Office of Communications will work with you to ensure the system meets your needs. The goals of this system are to make maintenance and distribution easier for everyone involved in the process.

Questions?
Contact Aaron Knight, Web Developer, in the Office of Communications - web@esf.edu or x6648.