

# Madrid Polytechnic University

## Madrid Polytechnic University Introduces "Campus TV"

**Madrid** -- AS Video, a Certified Scala Partner, developed an interactive TV Channel for the Madrid Polytechnic University. The university implemented this new and powerful communications system based on the Scala

### The Madrid Polytechnic University informs its students with Campus TV

InfoChannel® platform with the central purpose to facilitate communications with students and faculty alike and change the image of the university.

In the past two years the Principal's Office has detected a decrease of student enrollment at the university. To rectify this downward



trend, the university implemented the University TV Channel to inform students and potential students about careers, services, curricula and opportunities at the

22 academic departments of the Madrid Polytechnic University.

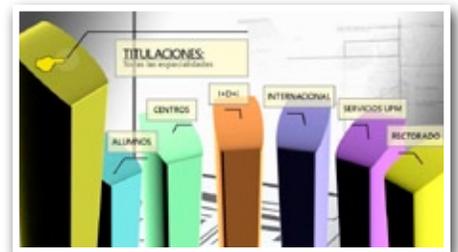
AS Video, in a network manager role, provides a turnkey solution, creating content, controlling scheduling, maintaining hardware and software and administering



the system for the university. AS Video collaborates with the University Magazine to produce news and covered events and publishes it to the TV Channel.

"We tried to join two ideas with Campus TV", says Javier Menendez AS Video Sales Director. "The first goal is to promote the University by showing related information

about events, news, and releases happening at the Campus. Secondly we tried to make the information as interactive as possible by using an IST Infrared



frame for the plasma touch screen. In a single touch of the screen a student can be informed about the University Departments, careers, services etc."

The Campus TV is hosted in AS Video's headquarters. Using an ADSL TCP/IP network connected to the university network, the configuration allows for remote maintenance and control of the InfoChannel® platform.

### In a single touch of the screen a student can be informed about University life

AS Video integrated custom video clips on all script pages as an animated background with an overlay of text, graphics and images. Other special features

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include an integrated slide show using Macromedia Flash® content and RSS integration for Weather and News.

"AS Video created and composed audio for the main script with the goal to provide a continuous audio output to attract student's attention. The hope is that



students will become more involved in campus life with the implementation of the Campus TV", says Javier Menendez.

The University Campus TV began with two 42" NEC plasma screens in the Principal's Office and will continue with the deployment throughout the 22 academic departments of the university within the year.

## About AS Video

Established in 1989 as the reference in Spanish Medical Audiovisual content producer, AS Video evolved into an Interactive Multimedia Digital Signage Company in 2002.

## About Scala Inc.

Scala Inc. pioneered the industry of digital signage in 1987, and is today headquartered near Philadelphia, Pennsylvania, with operations in California, the UK, The Netherlands and Japan. As flat panel and networking technologies catch up with Scala's vision, Scala finds itself with over a 15-year head start, helping it to win some of the largest digital signage engagements and most respectable partners in the industry. Companies that are implementing their digital signage equipment on the Scala InfoChannel 3 platform include Tesco, Best Buy, T-Mobile, ShopRite, Virgin MegaStore, Bloomberg, Kiwi, Azizia-Panda Supermarket, McKee Foods, Burger King, Muvico, Warner Brothers Movie World, RaboBank, Nedbank, Santiago Airport, Dubai Airport. A network of over 250 Value Added Resellers across the globe offer Scala InfoChannel® solutions, and constitute our sales and support force that extends to every continent but Antarctica.

