

# De Groene Campus

Educating and informing students, staff and visitors



***“The Adtraxion solution enables us to communicate more effective and efficient with students, staff and visitors.”***

*Linsey Beijers, Executive secretary De Groene Campus*

With the Adtraxion digital signage solution De Groene Campus (*The Green Campus*) has fulfilled their desire to implement a new -more effective- communication channel. They have managed to enhance their communication towards students, staff and visitors.

Dutch AV company RT Vision Audiovisueel has successfully implemented the Adtraxion digital signage solution. Visitors are informed through 42" displays, which are placed in high traffic locations throughout the entire campus. RT Vision AV's director, Martijn Roodenrijs, who was in control of the project said: "In close cooperation with De Groene Campus we have established a new communication channel, which has enhanced the on-campus communication significantly and at the same time meets the environmental friendly values of De Groene Campus."

## Executive summary

### Type of business

- De Groene Campus (*The Green Campus*) is a unique knowledge, development and training center, focussed on the 'green' sector.

### Application

- Digital signage for schools

### Challenge

- Enhance on-campus communication with digital signage.
- Investigate potential of digital signage to display up-to-date time tables.
- Modernization of De Groene Campus interior.

### Solution

- Deployed an Adtraxion digital signage system, for publishing information on digital displays throughout the campus.
- Deployed the Adtraxion gp-Untis connection, for publishing time tables and room changes.

## Challenge

In the past De Groene Campus communicated through paper flyers, which has proven to be inconvenient, very time consuming, and not in accord with the modern image of De Groene Campus. Therefore they desired a more effective, flexible and modern communication channel.

The new system had to be suitable to display a variety of information: from canteen information to special events, and from welcome messages to up-to-date timetables.

## Results

De Groene Campus now provides information through displays that really catches the eye of every visitor. Students and staff are fully informed, whereas visitors are friendly welcomed at the front entrance. How about that for a first impression!

Thanks to the connection between existing time table software (*gp-Untis*) and the Adtraxion digital signage solution, De Groene Campus keeps their students up-to-date regarding time tables and room changes in real-time.

Also, De Groene Campus offers companies to use the system as well. They have the opportunity of displaying information during meetings, conferences or any other special event. This is highly appreciated by the companies involved.

## About RT Vision Audiovisual

RT Vision Audiovisual is a company specialized in audiovisual techniques from the future. RT Vision provides, integrates, rents and performs service on every aspect of AV, through a team of dedicated audiovisual specialists. Their product portfolio includes digital signage, projectors, LCD and/or LED displays, interactive whiteboards, video conferences, and so on.

RT Vision offers made to measure audiovisual goods for -among several other industries- training centers, schools, companies, retail chains. All equipment is implemented and maintained by RT Vision, which also offers a service which is accessible 24/7. For more information: [www.rtvision.nl](http://www.rtvision.nl)

## De Groene Campus

De Groene Campus is an institute where education and industry meet each other. Literally, because classrooms and company premises are found right next to each other. Students, teachers and companies are neighbors and work in close collaboration. Entrepreneurs want to share their knowledge and want students to perform research. Together with teachers, students devote oneself to a variety of projects. This approach is known as integrated practice.

[www.degroenecampus-eu.nl](http://www.degroenecampus-eu.nl)



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AUDIOVISUEEL

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