

Summary

- Habitat America wanted a versatile medium to communicate with both residents and guests.
- The screens display videos, documents, weather, traffic, transit, websites, social media, event calendars, and more.
- The project included 15 media players, powered by the Mvix content management software (CMS).
- Habitat America witnessed a significant improvement in resident communication
- The digital signage solution took many communications responsibilities off the property staff workloads

Introduction

Habitat America, a property management company headquartered in Annapolis, MD, has implemented a digital signage network powered by the [Mvix platform](#). The network consists of 15 displays across 15 locations, which are primarily in the Baltimore and Washington, DC metro area.

The digital signs improve communication between property managers and residents/guests while providing increased brand consistency across all Habitat America locations.

| Habitat America

Habitat America manages approximately 100 apartment communities in the Mid-Atlantic region.

Founded in 1988, Habitat America is a third-party property management firm. They specialize in creating tailor-made marketing and management plans to provide the highest level of service to their residents. They create professionally-run communities that promote a happy and healthy lifestyle.

Habitat America professionally manages multi-family and senior housing for both market-rate and affordable real estate in Delaware, Maryland, Pennsylvania, Virginia, and Washington, DC.



Their expertise includes “successfully leasing new tax credit, HUD, 202 PRACs and market-rate communities under construction, providing ongoing management services for the reorganization and stabilization of communities undergoing economic hardship, and directing the affairs of properties under court-appointed receiverships and in bankruptcy.”

| The Challenge

Habitat America wanted to go paperless and save resources while modernizing their communication strategy with residents and guests.

Habitat America offices welcome many residents and guests on a daily basis. Their lobby is a prime location for current and future residents to discover upcoming events, learn about amenities, or engage with the community.

However, their offices were not being properly utilized for these purposes. Prior to installing digital signs, Habitat America relied heavily on static flyers to communicate with residents. They printed flyers and hand-delivered them to each unit, wasting both resources and time.

The flyers also lacked visual appeal by not being dynamic or animated, which failed to capture the attention of residents. Whenever new announcements or events needed advertisement, Habitat America had to print all new flyers and distribute them manually. This created an un-efficient communication cycle.



"Universally, residents really like the digital signage and our managers are saving resources in ways they didn't expect. Mvix has a ton to offer with their solution."

***- Stephanie Kochis,
Management Specialist
At Habitat America***

What needed to be done:

- *Improve communication between property staff and residents*
- *Display amenities and other useful information*
- *Provide brand-consistency between locations*
- *Modernize locations*



| The Solution:

Habitat America implemented a network of 15 digital signage displays across 15 different locations, all powered by the [Mvix Digital Signage Platform](#).

In each of the 15 selected Habitat America locations, a screen was placed in the lobby. This placement was not only convenient for guests and residents, but it also added an eye-catching visual appeal, unlike traditional static messages.

Mvix provided a robust platform for Habitat America to create and upload content remotely. This allowed property managers to access the software from anywhere. The screens could be updated on the go to display new content, creating efficiency with community communications.

The software also offered an advanced content scheduling feature. Habitat America property managers were able to schedule event listings, announcements, and reminders ahead of time. The scheduling can be customized to show different content for different times of the day and different days of the week. This made it easy for Habitat America to stay on top of all their announcements and reminders.

Mvix's content-rich digital signage software includes over 200 content apps and data integrations, giving Habitat America a library of content to choose from. They now have the ability to easily upload, update, and manage ads in addition to videos, scrolling text, weather, time & date, and event listings.

The digital screens placed in many Habitat America offices allowed the company to maintain consistency across their locations. This consistency paired with remote and advanced scheduling created efficiencies and gave Habitat America offices a modern feel.

Components used:

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- *15 Xhibit media players*
 - *Content management software - XhibitSignage*
 - *Content integrations -event listings, photo slideshows, video, scrolling text, time, weather*
 - *Professional services - education & training, implementation assistance*

| The Results

The digital signage network helped Habitat America to modernize their communication methods with their residents while going paperless and saving resources.

As a result of the digital signage network, many property staff saw a decrease in their resident communication workload. The screens were placed in a high traffic location, which not only provided a convenient way for residents to receive information, but it also reduced the amount of manual labor required by managers going to each unit.

Implementing a digital signage network also created a modern, comfortable, and inviting atmosphere. The residents took note of the new, interactive digital signage screens which replaced the previous static messages.

One advantage of implementing digital signage is the flexibility of updating content. Managers can make real-time updates via the cloud-based software and have it automatically start playing on the screens, eliminating the need for manual content updating.

This meant that residents and guests had the most up to date information, and were able to feel included and welcome in the community.

"Mvix was super easy to work with and they gave us lots of options. Mike Kilian was patient and worked with us along the way to address our needs," said Stephanie Kochis, Management Specialist at Habitat America.

Overall, the Mvix content-rich digital signage software was a great addition to all of the Habitat America offices. It helped modernize their facility, improve communication with employees and boost resident satisfaction with eye-catching content, and reduce printing costs.

"I see such a need for digital signage everywhere. To me, there are so many ways to use it, and the Mvix platform allows us to approach our communication methods differently. I'd recommend them to anyone, for any purpose."

Stephanie Kochis, Management Specialist at Habitat America

About the Companies



About Mvix

At [Mvix](#), our love for technology drives who we are and what we do. For over a decade, we have been a leading provider of content-rich digital signage software solutions that connect brands with people.

To date, our platform, [XhibitSignage](#), powers over 50,000 active screens for clients including Virginia Tech, NASA, Sodexo, Discovery Channel, Nike and the University of Washington in a variety of applications that include employee communication, wayfinding, emergency messaging and customer communications



About Habitat America

[Habitat America](#) is committed to providing the highest standard of service in every aspect of property operations to our apartment community owners in market-rate and affordable multi-family and senior real estate. We extend that commitment to the residents of those communities. We focus on attracting, maintaining and keeping qualified, satisfied and happy residents, while maximizing the value and profitability of each community.