



Enterprise Digital Signage

More Content.  
Better Engagement.



## CASE STUDY

# NORTH BRUNSWICK TOWNSHIP HIGH SCHOOL

# SUMMARY AND INTRODUCTION

North Brunswick Township High School needed to update its record boards with digital boards that could capture students' interest. **Responsive customer support**, **cost-effectiveness**, and **content-rich software** made Mvix the school's digital signage provider of choice. By leveraging the [Mvix digital signage platform](#), the school has **increased interest** in its athletic programs and enhanced the student on-campus experience.





# INTRODUCTION

North Brunswick Township High School (NBTHS) was built in 1974 to foster the academic and personal growth of students in the community. North Brunswick is a vibrant and diverse community bordering New Brunswick, South Brunswick, and East Brunswick. The school's mission is to create globally-aware citizens with a passion for long-life learning. Some of the institution's accomplishments are:



The school provides **STEM**, **Business**, and **Humanities** programs to grade 9-12



NBTHS received the **Female Diversity Award** for AP Computer Science Principles from the College



NBTHS was recognized nationally by **U.S. News and World Report** as one of **America's Best High Schools** for 2020-2021

NBTHS prides itself in its actively involved student body, thanks to numerous sports and activities. Students can participate in **36 extra-curricular clubs** and programs on academics, service, student support, cultural awareness, performing arts, and school artists. Additionally, the school participates in local, regional, and national competitions for Mathematics, Sciences, STEM, Robotics, DECA, FBLA, and local competitions for model UN and Mock Trial.



Beyond sports and academics, the students at NBTHS are actively engaged in the community. For instance, the school's clubs raised over \$15,000 for local and community charities despite the restrictions imposed by the pandemic. What's more, students completed 3000 hours of community service.

Blood drives are another essential part of the school's culture. In fact, NJ Blood Services constantly recognizes the student government organization as a top school in NJ for facilitating blood drives.

In addition to academics, NBTHS serves as a community center. Residents can rent gym and facility space for community programs, take ESL classes, exercise on the track, or send their children to summer programs. Moreover, the school's sports programs bring the community together.



## THE CHALLENGE

Previously, NBTHS communicated with its 1,900 students and 175 teachers through record boards scattered across the institutions. However, students and staff paid little attention to the static posters because they were dull and uninspiring.

Besides, today's school-going children are used to digital imagery, and schools like NBTHS need digital solutions to keep high schoolers entertained and engaged. Luckily, digital signage excels in engaging audiences via dynamic messages on vibrant screens.

Also, NBTHS wanted to empower students to create signage for themselves. As such, the school required a central platform that could disseminate content to multiple displays across the campus. The school's athletic director envisioned a platform that would get non-athletes involved in the realm of sports via digital creation and excite the entire student body.

# DEPLOYMENT AND USAGE

The research team tasked with finding a digital signage system spent a lot of time online to find a company that could bring the school's concept to life. Mvix was among the top contenders, and a demonstration proved that the Mvix platform was the best fit. As a school district, cost-effectiveness was a top priority during the search. Fortunately, Mvix offers powerful hardware and software at a low cost.

The school was particularly impressed by the scheduling features offered by the Mvix digital signage system. Students and staff can quickly update specific or multiple media players at school or home via the cloud-based Mvix software. Further, the easy-to-use system appeals to students and gets them involved in digital content creation.



## Here are the solutions that NBTHS used to deploy the digital signage system:



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### Digital Signage Boards

The campus deployed 12 digital signage boards across its property to inform students, staff, and visitors. The screens display crisp videos of school events, the latest news, social media feeds, announcements, and more. Visiting students and sports teams are especially impressed by the colorful visuals on the displays.



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### Media Players

Mvix media players are in a league of their own, thanks to powerful features like multi-zone layout, remote management, internal storage, and full HD display resolution. NBTHS deployed 12 [Mvix Plus](#) players for a one-time fee.



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### Content Management Software

The student body at NBTHS needed user-friendly and intuitive digital signage software to create digital content effortlessly. Luckily, the Mvix smart [Digital Signage Software](#) lets users curate and manage content for multiple displays.



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### Implementation Assistance

Mvix certified and experienced trainers offer professional installation services to acclimate clients with digital signage solutions. The Mvix team created and deployed content for NBTHS and provided ways to measure their ROI.



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### Tech Support

Highly-responsive customer support and [personalized one-on-one training](#) sessions. Mvix's Client Success team is comprised of network+ certified engineers, project managers, programmers, and hardware engineers to ensure the success of all digital signage projects.



## WHY IT WORKED

**NBTHS** prioritized usability, excellent tech support, and cost-effectiveness while searching for a digital signage provider. **Mvix outshone other providers** due to several reasons.

First, our solutions are **scalable and easy to customize**. As such, the school looks forward to using our software and hardware in other areas and other buildings in the district.

Second, the one-time cost of media players and the reasonable Mvix prices impressed stakeholders.

The **flexibility in scheduling content** was another standout feature that simplified the management of the institution's 12 digital message boards. Now, administrators can update important notices in real-time and save time without printing static posters.

Next, the Mvix platform is **easy-to-use**, and students can edit, upload, and manage content at home or school. A yearly subscription to Mvix's Signage Creator gives content curators access to more than a thousand fully customizable templates by fonts, text, colors, images,

borders, and more. The result is stunning and branded templates that are impossible to miss.

In addition, our tech support is **available when needed**. Sometimes, the school's internet connectivity has issues, and the content creation team has to navigate the online help system. Our Mvix team is always ready with clear directions on the same day to rectify any system problems.

With one-on-one training sessions, administrators quickly learned the new system and used it to update students. What's more, the ongoing tech support lets the school explore the full capabilities of the Mvix platform.

# ABOUT THE COMPANIES



## About North Brunswick Township High School

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## Contact North Brunswick Township High School

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## About MVIX

The [Mvix story](#) began with a vision to empower businesses with robust digital signage software and hardware systems in 2005. Over a decade later, Mvix has become the go-to provider for feature-rich [digital signage solutions](#) for more than 16,500 satisfied clients. We power the screens of businesses of all sizes and sectors, from healthcare centers, schools, banks, restaurants, and corporate offices.

Our primary focus is delivering cloud-based, user-friendly, and content-rich solutions that transform how companies communicate with customers and staff. Our diverse team of AV experts, hardware and software engineers, solutions consultants, and graphic designers support digital signage deployments for clients around the globe.

In addition to our cutting-edge digital signage systems, we pride ourselves on one-on-one training assistance and responsive customer support. Our mission is to enable clients to fully enjoy the benefits of our robust systems through personalized training and customizable solutions.

The cost-effectiveness of our hardware and software appeals to many clients who want to upgrade from static posters to vibrant digital displays. Mvix digital signage networks are the perfect fit for any business that wants to [attract more customers](#), [enhance brand awareness](#), and [streamline communications with staff](#).

# CONTACT INFORMATION

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