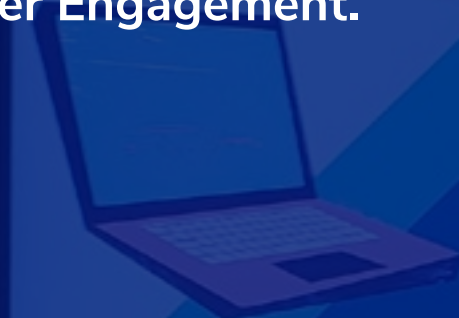




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CASE STUDY

UPPER DUBLIN PUBLIC LIBRARY

WELCOME



SUMMARY AND INTRODUCTION

When the [Upper Dublin Public Library](#) relocated to a larger building in the summer of 2020, efficient signage was among its top priorities. The library contacted [Mvix](#) for a cloud-based **digital signage solution** that could stream community announcements, provide wayfinding information, and promote library events. Currently, the facility projects digital content on four large monitors, with plans to install smaller monitors running on [Mvix Lite](#) units. The facility projects digital content on four large monitors, with plans to install smaller monitors running on [Mvix Lite](#) units.



UPPER DUBLIN PUBLIC LIBRARY

- UDPL has been serving the Upper Dublin Township and its neighborhoods since 1932. The library has a wide variety of resources for everyone in the township, from educational support and technology for children to classes, lectures, and a wealth of books for adults.
- The township's 26,665 residents can learn, connect, and get inspired by the facility. Like other public libraries in the country, UDPL advocates for equity, inclusivity, lifelong learning, community building, and public discourse.





THE CHALLENGE

Previously, UDPL operated in a one-floor facility, where everything was centrally located. It delegated its signage needs to a single monitor hung above the check-out desk that showed a slideshow from a USB drive. However, the new location was twice the size of the old facility, necessitating a large-scale but cost-effective signage system.

The library's signage requirements became more complex after a tornado hit Upper Dublin Township on September 1, 2021. The township's administrative offices and Police Department suffered severe destruction and needed to relocate to temporary facilities. Consequently, the library offered 8,000 square feet for a long-term temporary Police Department. In addition, the Townships boards and commissions convened in its auditorium and meeting rooms.

After the tornado hit, the UDPL became a much-needed resource center for the community. The major challenge for the library was to update community members quickly from any location. Luckily, the library's team could control the signs remotely via the Mvix digital signage system.

But, the library's transition to a community resource center was not easy on staff. As one would expect with more visitors, employees spend a lot of time directing people to the right meeting rooms and WiFi stations in the parking lot and building. Thankfully, the Mvix digital signage platform is a great wayfinding tool that enhances navigation in the library. As a result, community residents didn't have to disturb the staff, who could focus on aligning the work of the library with that of the local government.





DEPLOYMENT AND USAGE

UDPL started its search for a digital signage solution by asking for recommendations from other libraries. However, the suggestions didn't suit the library's needs. A Google search led the research team to Mvix, but they were still hesitant as Mvix clients appeared to be bigger businesses than the library.

But, Mvix solutions turned out to be the best fit for the library after a demo and consultation with the Mvix team. Although the Mvix solution is efficient and cost-effective, the library does not miss out on any features of a larger system while using it for its smaller space.

As a government agency, the library did a lot of research before settling on a digital signage solution. Ultimately, the stakeholders chose Mvix because there wasn't a yearly subscription fee and the library owned the hardware. Furthermore, the library's team could update the digital signs from their homes or cars around the clock. Here are the digital signage solutions used by UDPL.



Lobby Signs

UDPL sought to impress its patrons with clean, easy-to-read digital signs while searching for a **digital signage** provider. By running a **Mvix Lite** on a screen in the lobby, the library deploys **welcome messages** and creates a warm atmosphere for visitors. Additionally, UDPL finds scheduling easy with the **Mvix media player**, which lets the managing team **curate custom notifications** for different times of the day.



Information Boards

After the tornado hit **Upper Dublin Township**, the library needed a way to **disseminate information quickly**. By running **Mvix media players** on its displays, the facility could **post real-time** alerts and announcements and assist the police department and township commissioners in keeping the community informed. Since community members were without **internet connection** and electric power in the tornado's aftermath, they could rely on the **digital displays** in the library for up-to-date notifications.



Wayfinding

After it moved to a bigger location, **enhanced navigation** was a key priority for the **library**. The requirement for a **digital wayfinding system** became even more vital after the temporary relocation of the township's police department to the library. The **Mvix digital signage platform** effectively directs patrons across the facility and **minimizes crowds in hallways**. In this way, the **library staff** has more time to **focus** on their **tasks**.

COMPONENTS USED

UDPL required a few components to **deploy the Mvix digital signage system** on its premises. These solutions are as follows.



Media Players

The library's displays run on [Mvix Lite](#) media players, preloaded with free digital signage software. Remote management was a key selling team for the library, and the media players allowed regular content updates over the internet.



Content Management System

The Mvix user-friendly, feature-rich, and cloud-based [digital signage software](#) simplifies the deployment of dynamic visual content. Your audience stays engaged and informed with more than 150 content apps and smart features like content scheduling and zone-based templates.



Display Screens

Initially, the library worked with three monitors in the lobby, into the bookshelves at the top of the main stairway, and in a common area of the library stacks. Then, the library salvaged another monitor after the tornado, installed it in its vestibule, and used it to display community announcements. The library has future plans to add smaller monitors outside the elevator on both its floors and disseminate wayfinding information and alerts.



Tech Support

The quick response by the Mvix support team greatly impressed the library staff. Mvix offers dedicated, [personalized one-on-one training sessions](#) to acquaint clients with their digital signage platform as fast as possible. UDPL especially appreciates the readiness with which the trainers provide assistance, even when the client has hundreds of questions. As a result, the library is getting the most out of its digital signage system.

WHY IT WORKED

UDPL was eager to cut out paper flyers, static signs, and other traditional advertising methods for digital signage. Additionally, the library desired a faster way to communicate with patrons than running a USB slideshow.

In the search for a digital signage provider, the library had four major priorities, namely:

- A cloud-based platform
- Responsive customer service
- Remote management
- Environmental-friendliness

The research team vetted different options but kept circling to Mvix.

First, we were keen to customize our solutions for the library's signage needs. Initially, the team was worried that our platform worked best for bigger companies with more complex digital requirements. However, our digital signage system is scalable and suits businesses of all sizes and industries, including health-care, education, governments,

banks, and restaurants. Further, the glowing reviews by our clients impressed UDPL and reassured its decision to implement our solutions.

Second, we offered an excellent product at an affordable price. As a government agency that works with a stakeholder-approved budget, cost-effectiveness is a major factor in the library's decisions. With Mvix, the library owns the hardware and doesn't pay a yearly subscription fee. What's more, UDPL gets to enjoy the features of a larger digital signage system at a lower cost.

Third, the Mvix digital signage solution is easy to use, and it improves the patron experience. In fact, the library receives a lot of compliments for its stunning digital displays. Our digital signage system is a time-saver for staff as the managing team can queue a playlist and leave it running throughout the day.

Further, our software's content apps feed the displays fresh content, including wayfinding information, news, quick notices, social media feeds, and motivational quotes. The ease with which the managing team can update content from any location keeps the library's patrons engaged with fresh information. As the digital signs are among the first things that community members see when they enter the facility, the library brands itself as a modern and professional community center.





WHY MVIX?

Upper Dublin Public Library is particularly proud of being a Mvix client because of our quick response time, [professional training](#), and ongoing support as they require. Consequently, the library experiences few downtimes, and new employees get oriented quickly with our digital signage system.

In the future, **UDPL** wants to use our [digital signage system](#) for special **events**. Using the Mvix solutions to show slideshows and videos at large events like the **Donor Thank You Gala** in April 2022 will enable the library to use the system's full capabilities. The library looks forward to exciting donors with photos of themselves and their neighbors on vibrant screens.

Our media players and software are also excellent additions to the facility rental spaces, such as the auditorium, meeting rooms, and conference areas. Already, customizing its digital content is a breeze with the Mvix platform, and the library expects to add value to rental events.

What's more, UDPL has shown off its Mvix solutions to other libraries in its consortium that wants to upgrade their signage systems. Other government offices and community businesses also know that our platform is responsible for the library's stunning displays.


Overall, our digital signage solutions have empowered UDPL to serve its community better. The Mvix platform replaced inefficient static posters and USB slideshows with easy-to-use digital solutions that keep patrons engaged and informed.

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