

Design Science's Portable, Battery-Powered Display Totems

Typical Houses of Worship, across denominations and faiths, have a lot going on every day, and an insatiable demand for varied and changeable messaging to get in front of congregation members, volunteers and staff.

Posters, notice boards and pop-up banners can deliver the basics, but to effectively communicate all the needed messaging, at the right times, many Houses of Worship use digital signage technology to run scheduled, full-motion messaging on screens.

Screen-based messaging boosts communications capabilities and turnaround times, and usually saves the House of Worship money in the long run through reduced resource requirements and the end of ongoing design/print/ship costs for paper-based messaging.

But there's one problem that's been hard to overcome – ensuring the screens are in the places where they'll be seen and have an impact.

Displays have power cords, and they need wall plugs. So they're almost always positioned and plugged in where power is available and the cords don't create tripping hazards.

In most Houses of Worship, the best locations for messaging is in the center of



common areas and at entryways, where people gather or pass through. Those positions rarely have power plugs in the floor.

Canadian technology company, Design Science, has released a new kind of floor display that runs messaging for full days on nothing but a battery charge. The totem-style, free-standing 43-inch LCD information display can be placed in the most optimal position (or positions) for full worship and activity days, operating for as much as 14 hours on a single charge.

Overnight, the displays can be easily wheeled over to wall outlets to plug in and recharge. Think of it being like a giant smartphone.

The steel and aluminum display totems have the sleek design of digital advertising and information posters seen in venues like shopping malls and airports but are ruggedized and specifically engineered to be easily moved around, and are extremely secure and stable when “set in place” and brakes locked.

The units have ball-bearing casters – making it possible for a single staff member or volunteer to reposition them through a day. A locking system removes any risk of movement.

The screens are capable of playing out smooth full HD

video and animated graphics, and have small but powerful media players built into the enclosures, as well as WiFi. They are managed and updated by user friendly digital signage content management software, and Design Science includes training with its displays.

Design Science bundles the screen, media player and management software in an enclosure, with personalized support services to ensure customer success. Units can be purchased or leased. There are no recurring software subscription costs.

Signs, posters and banners often flank entryways at Houses of Worship, because they're optimal positions to greet, communicate and connect.

Using printed material – in paper, vinyl or fabric – means communications have to be both generic and evergreen. They lack specifics and need to serve multiple needs. A requirement for more and different messaging means more and different printed material, and all the design, printing and shipping costs, coordination and time to get that right. These costs can significantly help to offset the cost of this must-have technology.

With digital displays, one screen can rotate through multiple scheduled messages, and even be dynamically updated from other systems, like websites or building management systems. That messaging can be scheduled to come on and off screens down to the hour, minute and second, and changes can be made on demand or determined months ahead of time based on known schedules.

Leaders and staff can determine where screens are best placed around a facility, and in the case of portable, battery-powered



DESIGN SCIENCE BATTERY CASSETTES

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versions, where those units are needed through a day.

That might involve having moveable screens:

- In the lobby or entry hall surrounding services and events;
- At the library supporting the material for a special event;
- In a main hallway locating regular or special classes;
- At an overflow or secondary entry, welcoming and guiding for things like weddings, voting or food banks.

In all, screens can be used to manage, schedule and run messaging for everything from scheduled study groups, classes and committee meetings to wedding and birthday recognition and health and safety messaging.

Conventional wisdom has been validated by years of real-world experience in locations as varied as fast-food chains and airports – screens positioned where people are, showing timely, relevant information, make a positive difference. Digital signs capture 400% more views than static versions.

The benefits of more people seeing and remember messaging can be evident in everything from higher contributions and attendance levels to more efficient operations on busy days.

Design Science has versions of the battery-powered display that run on conventional AC power, for set-ups where screens positioned along walls, near entrances or by support columns makes sense. The content can be mixed and managed over the same network, using the same software, as the battery versions.

But to maximize communications, battery powered displays create the opportunity to be disruptive, in a positive way – placed directly in view and hard to ignore. ■