



case study



## NECC Upgrades to Avocor for Enhanced Campus Communication

NECC (Northern Essex Community College) is a medium-sized community college located across two campuses in northeast Massachusetts, North America. A forward-thinking institution with a mission to educate and inspire its students, the college sought to revitalize its campus communication system over the Summer of 2024. The project's focus was the aging digital signage infrastructure in place since 2014. The system, comprised of 15 LCD TVs, was becoming increasingly unreliable and costly to maintain.

Digital signage systems have become an indispensable tool for North American schools and colleges, offering numerous benefits. By strategically placing displays throughout their campuses, institutions such as NECC can effectively communicate important information and create a lively, engaging environment. Key applications for the digital signage system at NECC include event promotion, campus news, showcasing interactive experiences, and, when required, broadcasting emergency alerts.

The marketing team sought to upgrade the system with a solution that would enhance the visibility of content streamed across the networked displays and streamline the system management. After careful consideration and recommendations from peers at other regional community colleges, the team implemented Avocor interactive

displays across their campuses. The positive feedback and praise particularly struck the team for the product's reliability and performance.

*"At NECC, we believe that a vibrant and engaging campus environment is essential for student success," says NECC's marketing business manager Karen Correll. "We knew that our existing system was coming to the end of its life, so we're delighted that the new Avocor system has helped create a more dynamic and welcoming atmosphere for all students and anyone who walks through our doors."*

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NECC chose an Avocor integrated display that combines hardware and software elements to recognise the market trend towards integrated solutions. Combining a display, media player, and smart digital signage software with remote management capabilities enables organizations to elevate their communication and collaboration capabilities quickly. Other Key features of the Avocor display include a tamper-proof design, auto-restart after power outages, power on/off scheduling, over-the-air firmware updates and the ability to manage multiple devices across many locations.

Another key feature is an emergency broadcast override via the on-board Rise Vision software, enabling the rapid deployment of campus-wide alerts in emergencies. The installation process was swift and efficient, and the IT and marketing teams completed it over the summer break. They were able to deploy 3-4 new displays per day, ensuring a seamless transition across both campuses within two weeks.

The new Avocor displays have significantly enhanced the college's communication capabilities. The screens' higher resolution and brightness ensure that messages are clear, concise, and eye-catching. Centralized content

management simplifies updating and scheduling content across multiple displays. Additionally, the college is exploring innovative features such as integrating social media feeds and website snapshots, further enriching the display content.

Looking ahead, Northern Essex College envisions integrating the Avocor displays with the Alertus/Rise Vision emergency notification system. This integration would enable the college to quickly disseminate critical information to the entire campus community during emergencies.

By adopting Avocor displays, NECC has elevated its campus communication to new heights. The improved visual quality, ease of use, and potential for future enhancements have made the Avocor interactive displays an asset for the college. With Avocor, the college is better equipped to keep its students and staff informed, engaged, and connected. Overall, implementing Avocor interactive displays has been a resounding success for Northern Essex Community College. The college is now well-positioned to meet the evolving needs of its students and staff, fostering a more informed, connected, and dynamic campus community.

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