

## Corporate Content Video Walls and Large Format Display

### Strom Thurmond Fitness Center University of South Carolina (USC)

USA

The Strom Thurmond Wellness & Fitness Center provides a world-class facility to promote healthy lifestyles and recreational activities.

The center is a beacon demonstrating the life, energy, excitement, and potential of physical fitness. This facility is unequivocally the best of its type in the country on a college campus.

## The Challenge

- Drive a centrally located, oversized dynamic LED ribbon board to improve information flow to students, and highlight the university's technical innovation
- Display dynamic information about events, schedules, room and meeting bookings, and university news by integrating existing data
- Implement easy to use software for personnel with limited technical expertise

## The Solution

- StratosMedia software drives the dynamic ribbon board, with a StratosMedia custom-built PC delivering customer resolution to 3 Layard video controllers
- Google Sheets integration displays dynamic information about events, schedules and university news, minimizing double handling
- Unique USC templates are based on the message type. Template populating using StratosMedia's Google Sheets integration offers low-touch content updating

## The Platform

### Featured functionality

- Data remote
- Google Sheet integration
- Video wall editor
- API integration

### Platform Components;

- StratosMedia Core, Digital Signage Engine, Data Engine, Player Engine, Open API

### Hardware;

- Custom built PC

