

# HIGHER EDUCATION

## Enhanced communication

Improve your reach to students, parents and the greater community.

Applying technology to education helps students to reduce stress (45%), improve confidence (46%) and efficiency (57%), while also helping students to better prepare for class (67%).



DISPLAYS, INC.

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*Research shows students pay more attention to digital signs than static signs.*

## Enhanced Communication

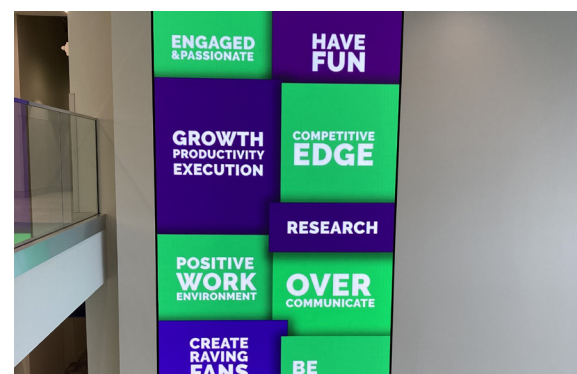
Digital displays are more appealing to students than traditional static displays, and therefore the messages are more impactful. Digital signage college campuses into the next level of engagement with students, staff members, and campus visitors. Use digital signs for orientation and information to greet visitors and boost recruitment. Display campus maps and tour schedules, or even display social media feeds from the school, students, alumni, or potential students.



*70% of colleges have installed digital displays on campus.*

## Indoor Engagement

Digital signs in common areas become important hubs for campus-wide communications. Advertise campus events and make emergency announcements about last-minute room changes, guest talks and special events. Replace traditional lobby messaging with an eye-catching video wall that make an immediate visual impact, especially in high-traffic areas. Indoor digital displays tell your campus story with video and sound.



*97% of students prefer to receive information via digital channels rather than from a non-digital source.*

## Exceptional Performance

Optec's optimized graphic and video processing capabilities deliver engaging content experiences via desktop or cloud. Manage a single sign or multiple signs from any location on the planet. Optec's dynamic software solutions, content creation services, and U.S. based Care team work to provide exceptional customer experiences. Optec LED displays give schools increased visibility and lasting value through our innovative products, services, and support.



*96% of students say that video increases the learning experience.*



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*73% of learning institutions see the benefits of digital signage in education crucial for the future of communication.*