

## Case Study: James Madison University

Colleges and Universities are hungry for methods by which they can communicate with staff and students.

Universities have a unique messaging requirement. They are a hybrid of retail, hospitality and corporate communication with a splash of emergency messaging thrown in. Factor in an unusually diverse viewership and a spread out campus environment and you have a perfect customer for Navori Tycoon 3.04.

James Madison University contacted Loren Bucklin, president of ConnectedSign LLC looking for a digital signage solution for their campus. Loren recommended Tycoon 3.04 Standard Edition because of its low operating costs and ease of deployment. Based on extensive testing and evaluation, JMU selected and deployed a Tycoon based digital signage network.

Now that the system has been rolled out, each department at JMU has an administrator who uses Tycoon Server to communicate with his or her own players. One of the important considerations for this project was future campus-wide integration. Tycoon Enterprise Edition will allow the University to incorporate all their players and administrators into one structure when they are ready to move up to the next level.

The most recent addition to the JMU deployment was a refurbished building housing three departments on three floors. Wayfinding was an important component of their signage as the floor plan of the old building was not very intuitive for visitors. By using Flash backgrounds and Tycoon's Mosaic zoning feature, administrators are displaying building directories, staff and student announcements, directional signs and other information.

Navori Tycoon makes it easy for administrators to schedule and change their content with very little effort. An easy to use software solution is important since administrators have many other duties!

Tycoon Server Standard Edition is Navori's single administrator solution capable of managing up to 400 Players. The Enterprise Edition is a multi-administrator Server capable of managing thousands of Players via Windows or Web client.

The Navori Tycoon digital signage software platform is one of the easiest solutions to implement and learn. Tycoon has a simple interface and you can get up and running in hours, not days.

Navori SA has been marketing the Tycoon Digital Signage software solution globally for the past 12 years. Tycoon is currently used in more than 30 countries. To find out more about the Tycoon digital signage software platform, please visit the Navori web site at [www.navori.com](http://www.navori.com)

ConnectedSign has over twelve years of experience planning, deploying and managing dynamic sign systems and kiosk networks. We provide an end-to-end solution for businesses that are serious about using Digital Signage in their operations. For more information, please visit us at [www.connectedsign.com](http://www.connectedsign.com)

---

**NAVORI SA**

World Trade Center, Avenue Gratta Paille 2, CH-1000 Lausanne, Switzerland

Phone: +41 21 641 19 60 Fax: +41 21 641 19 61

USA – Toll Free: 1 800 720-2751

PAGE - 2