

Inspired Signage

Royal Mail gets Inspired Signage internal messaging system.

The Royal Mail implemented a digital signage network into their Wolverhampton Mail Centre. The networked solution which incorporates ten 40 inch LCD panels and the Inspired Signage dynamic signage software solution is designed to communicate and inform staff on a number of levels.

The primary driver for the solution is to enable a dynamic and easily updateable system for improved internal communication and messaging.

Subsequently, key considerations were ease of deployment and integration with existing networks, and visual quality of presentation, as screens are to be viewed from a significant distance, thereby requiring the highest quality graphical representation to reach the target audience.



The solution incorporates messaging that is controlled and scheduled from varying divisions within the centre, each with autonomy for their own content and scheduling. The canteen is responsible for creating, updating and scheduling messaging related to the weeks' menu, the Depot manager is responsible for updating and scheduling content related to operational safety, key performance metrics, training, staff birthday messages and promoting staff benefits such as the local gym facilities, and community events.

Additionally in order to ensure the messaging system maintains a "reason to look" beyond the internal staff messaging, live weather and news updates are incorporated into the schedule. It was important to get the balance right between displaying corporate and performance information and keeping staff motivated and informed.

Dave Morgan, area manager for the Wolverhampton Mail Centre states, "We looked at a number of systems from various providers but none matched the visual quality of presentation and ease of use and integration of the Inspired Signage system. As a result of implementing this solution, we are now in the running to win the "mail centre of the year", and there is no doubt that this solution is a large part of that success."



About Inspired Signage :

Inspired Signage is used by clients to create dynamic full-screen productions with text, graphics, animation and video, which can then be broadcast via corporate intranets or the Internet to a network of screens. Inspired Signage offers a complete hardware and software solution meeting its customers' needs to reach a diverse audience with engaging content, in a simple and easy to deploy solution.