

## Exchange Quay gets Inspired

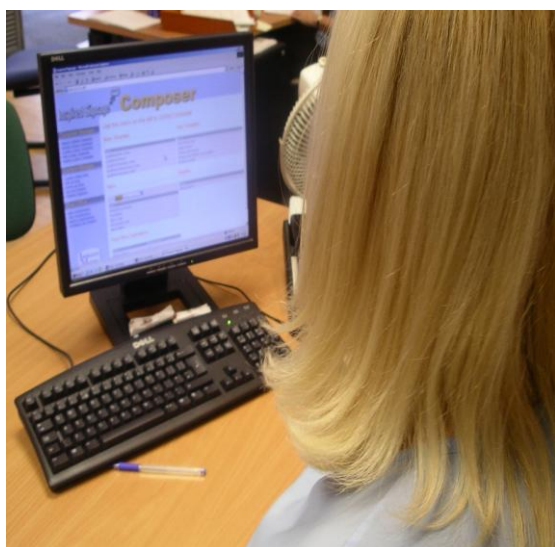


Looking for an innovative way to meet the challenges of internal business communication?

Look to the solution chosen by property management company Exchange Quay for its flagship development in Manchester – a full-featured internal communication system using dynamic signage delivered by Inspired Signage. Exchange Quay's Manchester site includes eight managed office blocks with high profile tenants such as Barclays Bank, Orange and many others.

In order to improve communications with these clients as well as with visitors to the site, Siemens' Building Technologies division, an Inspired Signage Premium Partner, installed a digital messaging solution powered by Inspired Signage. Siemens were tasked with delivering a solution incorporating a large-format screen in the reception area of each of six buildings, with centralised control and management of the content.

Key business drivers for the solution included the ability to welcome guests to individual buildings, present a professional face for the management company and inform the entire estate of breaking news, developments and upcoming maintenance works.



Exchange Quay staff members were trained on how to create and schedule content through the "Composer" interface that drives Inspired Signage. Within 15 minutes they were confidently adding tenant listings and scheduled maintenance messages to the system. Composer enables clients to create, schedule and deliver messages to their network of screens.

Live news and weather data is continuously delivered to the network via Inspired Signage's Babel software.

Additionally, the content required informative and entertaining elements – particularly for lobby visitors – such as national and international news and local weather. The delivery tool to deliver these requirements had to be user friendly and efficient, with information always easy to maintain and update whilst being flexible enough to target different buildings within the estate. In order to meet these demanding requirements, Exchange Quay selected Siemens and the Inspired Signage system to deliver a complete digital signage solution.

*"We needed to assemble a comprehensive solution that would be both flexible and expandable, whilst presenting a high quality and professional look that matches our service offering,"* says Fergus Pryce, Exchange Quay's Communications Manager.

*"We had looked at implementing this for more than two years, but until Siemens introduced the Inspired Signage solution to us, we had never seen an example of a system that met our stringent requirements. The solution provided by the Inspired Signage system has exceeded our expectations and we are thrilled with the final results."*



Richard Marshall from Siemens Building Technologies comments, *"This was a large, complex project involving implementation of fibre networks, 30 CCTV cameras and the final element – the signage network. Once again, the technology solution offered by Inspired Signage to deliver this piece of the puzzle met and exceeded our demanding clients requirements, and the end result is a flexible, effective and powerful messaging solution – and a very satisfied client."*

## About Inspired Signage

The Inspired Signage suite of dynamic digital signage software enables the creation, scheduling, delivery and management of high definition content for dynamic digital networks. Inspired Signage is suited to transport, retail, retail banking, education and many other markets where you have a message to communicate. Clients using Inspired Signage to deliver their internal communication digital signage initiatives include among others Hertz, Barclays Bank, Northern Rock Bank, CPP and The Really Useful Theatre Group.