

Terminology

Digital signage network: An integrated system of displays that allows content to be shared easily and provides the capacity to broadcast campus-wide communication from a central authority. The digital signage network will promote informational content produced by individual units as well as strategic content from Montgomery College Office of Communications.

Digital Display: any display device of any kind whether inside or outside and whatever size used to display content to the Montgomery College community using the Scala digital signage platform.

Digital signage: Commercial grade television displays wall-mounted inside a campus building, in a public area, and connected to the central network via a computer player and the content management software, Scala.

Gateway Signage:

Video Wall:

Player: A small computer connected to the back of the display that connects the display to the centralized network and contains all the content displayed on a given display.

Slides/Content: Visual content created for and imported into the content management software and scheduled to run within digital signage network.

Scala – The content management system software used for managing campus digital signage and gateway signage via the network.

Content manager(s): A department should elect one content manager and one alternate. The content manager will be responsible for creating, managing and scheduling content for the unit or department. There should be two trained people per unit. Content manager training will be part of the initial installation process.

Digital signage coordinator: This position within Montgomery College Office of Communication guides the strategic implementation of digital signage and content standards across the College. They are responsible for signing up new units, providing content management training and support. They also manage the content playlists.

Playlist: All displays have their own Playlist which determines what content plays on the display. The Office of Communication has final say in what content is assigned to any Playlist. If you feel that the content on a specific display needs to be managed differently, please reach out to the Office of Communication to discuss using the DigitalSignage@montgomerycollege.edu e-mail address.