



Product

Clarity Matrix MultiTouch
LCD Video Wall System

Location

Troy, Alabama

Industry

Education

Application

Visitor Education & Engagement
Digital Signage

Partners

Auburn AV
Insteo
Fivestone Studios

Interactive Video Wall Serves as a Compelling Recruitment Tool for University's Welcome Center

Troy University

When Troy University renovated and expanded its Adams Administration Building, creating a new welcome center for families and prospective students visiting the campus, the university was tackling a challenge that so many others face every year — how to appeal to student recruits. Today's generation of incoming students are more familiar with digital technologies and its many forms than ever before, and Troy University's strategy was illustrative of an expanding approach that more colleges are using to reach and build credibility with the 21st century learner: employ the tools that they most relate to. As part of the \$2 million makeover, Troy University collaborated with audio/visual design integrator Auburn AV, marketing and advertising agency Insteo, and creative content designer Fivestone Studios to create a grand entryway that offers visitors an engaging, high-end technology experience.



“The renovated space is designed with interactive technological enhancements to appeal to the younger generation of new students who are so accustomed to using technology and social media,” said Neal Niswender, regional account manager with Auburn AV.

The centerpiece of the new design includes a Clarity® Matrix® MultiTouch LCD Video Wall System in a 6x2 configuration, adding an interactive, digital solution to captivate visitors and student recruits. The Clarity Matrix MultiTouch is an ultra-slim profile touch screen LCD video wall solution that is designed for use in public spaces such as Troy University’s new welcome center. Featuring enhanced touch technology, the Clarity Matrix MultiTouch delivers pin-point touch accuracy while preventing false touch points. The video wall is also protected against damage by Planar® ERO™ (Extended Ruggedness and Optics™) technology, providing a modular protective touch surface that offers parallax error and superior optical properties.

Dendy Moseley, associate director of enrollment management at Troy University, said the main reason for installing the Clarity Matrix MultiTouch was for the “wow” factor and the strategic benefit of increasing enrollment. “Students are consumers and we want to grab their attention immediately,” he said. “Upon walking in and seeing the video wall, they instantly become immersed in the visitor experience we want them to have.”

The Clarity Matrix MultiTouch video wall is used to display event information and promotional content about the university, but also includes built-in functionality that allows the video wall to split into three interactive screens if any one of the three zones are touched.

Visitors can then choose from a menu of options and explore content about the university, including video segments that present Troy University’s history, athletics, academic programs, student life, and more.

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— Dendy Moseley,
Associate Director of
Enrollment Management,
Troy University

Additionally, the video wall employs a focus on social media as a way to further connect with students. Users can select a mode that allows them to take a 'selfie' photo with a Troy-themed backdrop and tag their pictures on Twitter, Instagram and other social media platforms.

“We want every visitor to realize that Troy University can be a great fit for them and the video wall really allows potential new students to connect with the campus and the people,” according to Moseley. “The quality experience provided by the video wall immediately sets the tone for the quality of our institution.”

Off-board architecture enables seamless integration

In designing the video wall to best assimilate with the new space, the unique distributed architecture of the Clarity Matrix MultiTouch proved immensely beneficial. “This was a huge aspect in terms of ensuring the success of the project,” Niswender said. “Off-boarding the power supplies to a server closet allowed us to recess the display into the wall and not have to worry about engineering a solution controlling the heat.”

Noise associated with the background hum of the power electronics was another concern that was eliminated, according to Niswender. “The university was intent on making the entryway a signature, focal space and the flexibility of the video wall allowed for the most seamless fit,” he said.



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