

Fairfield High School communicates with Digital Signage



Background

Fairfield High School is situated to the north of Widnes town centre in Cheshire. The school is an 11-16 mixed comprehensive school of 697 pupils. In 2004 Fairfield was awarded specialist college status in the Performing Arts. This status enables them to develop strategies to enhance the learning opportunities of their pupils, they are responsible for ensuring what they offer their pupils is relevant, challenging and stimulating.



Fairfield High School
a specialist college in performing arts

Process

In summer 2007 Matrix mailed the school with details of the Matrix Digital Poster, one of the most popular Digital Signage solutions in the Education sector in the UK. Richard Hutchinson, Matrix North West Account Manager was invited to visit the school for a consultation and a demonstration of the Onelan system. Following this the Matrix engineering team conducted a full survey of the school.

Solution

Following a competitive quotation, suited to the schools budget they opted for 1 x Samsung 52" screen in the reception area and 1 x 32" screen in the main hallway opposite the cafeteria, controlled by a Media Server located in an adjacent office. After the installation user training was carried out by Matrix, this was deemed very useful. Gary Smith, Media Development Officer of Fairfield High School saw this as a great opportunity to create a different learning environment that encourages and celebrates achievement. Mr Smith said that "As a performing arts college we needed to have a way of displaying students work". With an emphasis on Drama and Music, and a cross-curricular approach to the Digital Signage content "we needed something real and instantly recognisable to the students".



"The Digital Signage is used daily, with each zone being used independently. This is an excellent way of communicating with students"

Gary Smith, Media Development Officer

Outcome

The skills and techniques that the pupils gain in the Performing Arts can be relayed in a fun and engaging way. Communication has improved amongst the whole school for example, the head teacher has his own noticeboard zone for daily student updates. The solution has helped create a stimulating learning environment and a better sense of school community.

There was an initial problem with the scaler of one of the screens, which was sorted promptly and professionally by Matrix. Gary Smith of Fairfield High School feels that Matrix have supported users of the system installation "very well" and the service level has been "excellent". He would be happy to recommend Matrix Education Solutions to others.



For more information on this case study please contact Matrix

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