

StrandVision Digital Signage Works Out at Wilkes-Barre Family YMCA

The YMCA in Wilkes-Barre, PA recently remodeled its lobby. In the process it installed a state-of-the-art digital signage system from StrandVision. Now, its members have up-to-the-minute information on activities and events attractively presented on a large format flat screen television.

The Wilkes-Barre Family YMCA is dedicated to its members. It offers a wide range of wellness programs, gymnastics, aquatics, child care, youth programs and camps, as well as many special events.

Recently, the Y updated its lobby. As part of the project, it was suggested that they install a red LED scrolling text message board to make announcements. The Board of Directors thought that a digital sign would be much more attractive and give the staff the opportunity to share a lot more information with members.

It was recommended that the staff take a look at StrandVision. Y staff contacted Nick Bechetti of Guyette Communications Industries Corp. in Plymouth, PA, StrandVision's local reseller partner. Nick put Nicky Pachucki, the Y's Assistant Director, in touch with Amy Hansen at StrandVision.



Easy start-up

Amy introduced Nicky to StrandVision's hosted digital signage system. StrandVision uses the Internet to deliver content directly to subscribers' digital sign displays, usually flat screen televisions. Administrators simply log onto StrandVision's Web site from any computer on the Internet, type in or upload the information they want and it is automatically delivered over the Internet to the local display.

A main advantage of StrandVision is its ease of use. Said Nicky, "I had a 20-minute interactive training session with Amy and I was ready to go. It's so easy to catch on. They give you the template for all of the pages that you need."

Amy also helped out by putting the Wilkes-Barre Family YMCA logo into the slide template and changed the border color to red to match the logo. But more importantly, after the session, Nicky knew how to update the slides on her own.

At the same time, the Y's Facilities Manager handled the installation. There was already a high speed Internet connection to the building, so they simply ran a connection between a personal computer in an office and the LCD television display in the lobby.

In no time, they had a fully functioning digital sign.

Up and running

Once Nicky understood the Web-based update process, she trained the Membership Director and the Front Desk Manager to make the updates.

"Now, we put in our own messages and download pictures from our gymnastics classes, camp and other activities. We also use the countdown feature to build excitement for upcoming events," continued Nicky.

The Y's digital sign content includes:

- The mission statement
- Y merchandise
- Each day's wellness (exercise) class schedule
- Membership information
- Day and guest pass information
- News and weather
- A quote of the day
- A staff directory
- Information about camps
- Event results and standings
- Pictures of Y activities
- Daily specials in the café

Content is updated a couple times a week generally using the office computer, although the Membership Director has also logged on from home.

"I love the system. It's really easy to use," concluded Nicky. "It's been a true positive. Many members have commented on it."