Digital Signage - ABC

March 10th, 2012

A - Flat Panel Display (FPD) Types (Choosing a Type)

B - Pricing Options

C - Content Creation Estimates

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A - Flat Panel Display Types (Choosing a type)

There are two types of Flat Panel Displays (FPD) that can be used, Professional and Consumer. Professional displays (both indoor & outdoor) are meant for 24/7 operation and usually carry a 3 year manufacturer's warranty. Consumer models have limited or no warranty in a commercial application. Both are used on campus. (We estimate 80% of the FPD on campus are Professional models)

Professional LCD Displays:
- They are meant to run 24/7
- Full 3 year manufacturer's warranty
- Limited buttons on the display (less tampering from people)
- Full computer resolution set
- Full RS-232 control if needed
- Most have mounting points for Digital Signage Mini PC
- Most have standby On/Of with signal detect
- Most have specialty menu options for commercial applications
- No TV tuner built in (Tuner not needed for Digital Signage)

Consumer LCD TV's:
- Not recommended for 24/7 use
- 90-Days to 1-Year manufacturer's warranty depending on application and brand
- Lots of buttons for people to play with (not a good thing)
- Limited computer resolutions
- Limited control if needed
- Do not have mounting points for Digital Signage Mini PC
- Most don't have standby On/Of with signal detect
- Built in TV tuner (Tuner not needed for Digital Signage)

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B - Pricing Options

Flat Panel Display Options (Approximate Pricing)

1	Sharp	80" Indoor Consumer HD LCD Display	4950.00
1	Sharp	70" Indoor Professional HD LCD Display	5350.00
1	Sharp	70" Indoor Consumer HD LCD Display	3150.00
1	Sharp	60" Indoor Professional HD LCD Display	4400.00
1	Sharp	60" Indoor Consumer HD LCD Display	2000.00
1	Sharp	52" Indoor Professional HD LCD Display	2400.00
1	Sharp	52" Indoor Consumer HD LCD TV	1500.00
1	Sanyo	52" Outdoor High Brightness Weather Resistant Professional LCD Display	12,000.00
1	Sharp	47" Indoor Professional HD LCD Display	1400.00
1	Sharp	46" Indoor Consumer HD LCD TV	1300.00
1	Sharp	42" Indoor Professional HD LCD Display	1225.00
1	Sharp	40" Indoor Consumer HD LCD TV	1000.00
1	Sanyo	42" Outdoor High Brightness Weather Resistant Professional LCD Display	8,000.00

Ceiling Mounted Display - Hardware, Security and Installation

1	Chief	Ceiling Mount Lockable Bracket for 42"- 65" Flat Panel Display	325.00
1	Chief	Ceiling Mount Flange	75.00
1	Custom	Ceiling Mount Drop Pipe, Length Cut To Suit (up to 48" for this price)	125.00
1	Chief	Heavy Duty Security Cable	80.00
1	Chief	Flat Panel Rear Mount Adaptor for Digital Signage CPU (optional)	150.00
1	Sonic Shock	Local Audible Alarm System for Flat Panel Displays	145.00
1	Hardware	Estimated - Installation Hardware, Cable and Connectors (Site Visit Required)	250.00
1	Labour	Estimated - Installation, Cabling, Set-up & Orientation (Site Visit Required)	1500.00
		Ceiling - Mounting & Hardware - Sub Total	**2650.00**

Wall Mounted Display - Hardware, Security and Installation

1	Chief	Wall Mount Lockable Bracket for 42"- 65" Flat Panel Display	225.00
1	Chief	Heavy Duty Security Cable	80.00
1	Chief	Flat Panel Rear Mount Adaptor for Digital Signage CPU (optional)	150.00
1	Sonic Shock	Local Audible Alarm System for Flat Panel Displays	145.00
1	Hardware	Estimated - Hardware, Backing, Cable and Connectors (Site Visit Required)	300.00
1	Labour	Estimated - Installation, Cabling, Set-up & Orientation (Site Visit Required)	1100.00
		Wall - Mounting & Hardware - Sub Total	**2000.00**

Display CPUs - Small Form Factor (Known to work well)

1	Mac Mini	Small Form Factor Digital Signage CPU, Configured for Windows (Estimated)	950.00
1	A-Open DE	Small Form Factor Digital Signage CPU, Configured for Windows (Estimated)	1,500.00

Power & Data - Building Facilities (Needs To Be Estimated By UBC Plant Operations)

1	Each Display	1x Data and 1x Power. Costs are only a **ballpark guess** based on past experience (Site Visit/s Required) This is only an Estimate for budget purposes	2500.00

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C - Content Creation

Content creation is typically handled by internal departmental resources, after receiving complimentary training on Digital Signage administration, provided by the Digital Signage Team. The digital signage website (digitalsignage.ubc.ca) also features resources for content creation, including ready to use templates and content creation guidelines.

UBC IT Creative Services is available for specialized and advanced content creation. Please contact the department directly for an estimate.