

# UNIVERSITY OF LOUISIANA AT LAFAYETTE

STEP Committee

Technology Fee Application

**Digital Signage Conversion**

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Title

**D. Keith Guillory**

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Name of Submitter  
*(Faculty or Staff Only)*

**STEP**

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Organization

Title: Digital signage Conversion Date: January 1, 2023  
Name (Contact Person): D. Keith Guillory  
Address: UL Lafayette  
Phone Number: 2-6420 Email: Daniel.guillory@louisiana.edu  
Department/College/Org: STEP

**ABSTRACT (250 words or less):**

The office of University Computing Support Services (UCSS) created a program from an open-source product that connected 40+ signs across campus. The Office of STEP Support (OSS) is currently managing the digital signage network on displays distributed throughout the Student Union and the rest of campus. The platform provides the University the capacity to manage the universal deployment of a variety of forms of media content deemed pertinent to the student population. This grant seeks funding to upgrade to a much more robust and sophisticated digital signage software management platform: Visix

**Purpose**

“Digital Signage” is another name for an electronic, flat-panel screen. LCD screens are now an asset for interweaving advertising and distributing valued information in areas of dense populations. Digital signs are now making their way onto strategic campus locations such as: the cafeteria; student union; bookstore; and the campus coffee shop. A digital sign can deliver any message, keeping students informed and up to date, from serving as an Emergency Notification System or Transportation Management System to providing promotions on food and housing, retail, job listings, and announcements from campus organizations.

The Office of STEP Support’s objective is to facilitate a unified approach to consistent and efficient campus-wide informational dissemination, providing the university the capacity to manage the universal deployment of a variety of forms of media content deemed pertinent to student, faculty, alumni, or any other group of publics of relevance on campus. The use of this dynamic digital space will allow the university to expand on its revenue opportunities with several already existing assets on campus.

While the university has been using a software known as Concerto for its existing digital signage deployment the required specifications moving forward exceed the capacity of this current solution. Some of these requirements moving forward include an open architecture software available for third party hardware, access control, interruption and resumption capacity, proof of play and logging solutions for billing, continued play during network outages and a hosted cloud solution.

Digital signage is the evolution of advertising solutions providing the most effective medium to spread a large variety of information more effectively to an even larger population. A major strength of digital signage is that it gives us full control of how the information is displayed. Not just within the formatting and structural layout but also in the variability of formats that can run simultaneously: static, dynamic, video, and banner. This increases the number of spaces available to sell each week while providing the customer numerous choices in formatting and price packages. The content will later be able to be shown

at specific screens where identified target markets are more likely to view the information. This will be particularly useful for employers trying to recruit students from certain academic background or businesses trying to target specific demographics with their advertisements.

The University of Louisiana at Lafayette's student union's digital signage program will be a service offered to registered student organizations, UL departments, and outside vendors. This method of promotion is cost effective, sustainable, and an effective way to spread the word about your organization or event with monitors strategically placed throughout campus, maximizing visibility.

Visix software has a very broad base of applications including but not limited to wayfinding, mobile apps, Interactive room boards, data integration widgets, desktop notification, screen saver, design services, Unlimited access to online training classes for one-year, common alerting protocol, Native supports with E2Campus which is the most popular ENS used in US universities. Use bandwidth intelligently only pulling when needed with end-to-end encryption.

Hosted cloud solution with automatic updates. Supports proof of play as well as logging and reporting for billing purposes.

#### Installation/Implementation/Maintenance

Installation will be conducted by GoMedia, an established vendor very familiar with our campus infrastructure. They have also performed this installation/conversion on other campus'.

Implementation will be handled by OSS; seeking a service owner for digital signage program

#### STEP Plan Alignment

##### SLO 5

- SLE 5.2

##### SLO 6

- SLE 6.2
- SLE6.4

## **Budget Proposal**

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<b>1.</b>	<b>Equipment</b>	<b>\$140,257.53</b>
<b>2.</b>	<b>Software</b>	<b>\$</b>
<b>3.</b>	<b>Supplies</b>	<b>\$</b>
<b>4.</b>	<b>Maintenance</b>	<b>\$</b>
<b>5.</b>	<b>Personnel</b>	<b>\$</b>
<b>6.</b>	<b>Other</b>	<b>\$5,250 (labor)</b>

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**TOTAL:** **\$140,257.53**



State Contract #4400022153

Proposal To:

**ULL**

For:

**Visix Digital Signage 50 Players Option1**

January 3, 2023

## ROOM 1

## SCOPE

Option 1: ULL will own players out right. There will be a annual fee for the Hosted Service: The Visix hosted service provides a hosted AxisTV Content Management Server (CMS) with AxisTV Enterprise-level features. This hosted service supports up to 50 media players and includes the Software Support and Maintenance Subscription for the CMS. Service includes up to 1.5 GB of storage on CMS and 2GB of monthly download bandwidth per deployed media player. Per year. And the Support Subscription: Software Support and Maintenance Subscription for AxisTV Media Player for one year. Includes free software updates and access to software technical support. Also includes free premium weather subscriptions for current conditions and 5-day forecasts powered by AccuWeather. Go Media will install players on existing displays.

## SYSTEM A











IMAGE	QTY	DESCRIPTION	PRICE	PRICE EXT
	1	Visix VX-S-HSF Visix - Hosted Service - Up To 50 Media Players	\$5,254.01	\$5,254.01
	1	Visix VX-S-HSI Visix - Hosted Service - Setup Fee	\$814.60	\$814.60
	5	Visix VX-S-IMW Visix - Remote Implementation Support Service	\$197.08	\$985.40
	4	Visix VX-S-IMP Visix - Professional Services and Advanced Configuration	\$197.08	\$788.32
	1	Visix VX-S-TRP Visix - Training Subscription - AxisTV Workgroup	\$0.00	\$0.00
	50	Visix VX-S-CPB Visix - Media Player - AxisTV Element Media Player	\$2,334.31	\$116,715.50
	15	Visix VX-S-IMW Visix - Remote Implementation Support Service	\$197.08	\$2,956.20
	50	Visix VX-S-SMX Visix - Support Subscription - Media Player	\$188.32	\$9,416.00
	50	Black Box CAT6PC-004-BK CAT6 250-MHz Molded Snagless Patch Cable UTP CM PVC BK 4FT	\$3.78	\$189.00

IMAGE	QTY	DESCRIPTION	PRICE	PRICE EXT
	50	Extron Electronics 26-663-06 HDMI Ultra/6 4K Premium High Speed HDMI Ultra-Flexible Cable - 6' (1.8 m)	\$62.77	\$3,138.50

## LABOR & INTEGRATION

	HOURS	RATE	PRICE
Install 1139823	50.00	\$105.00	\$5,250.00
<b>EQUIPMENT TOTAL</b>			<b>\$140,257.53</b>
<b>LABOR TOTAL</b>			<b>\$5,250.00</b>
<b>ROOM 1 TOTAL</b>			<b>\$140,257.53</b>

ACCEPTANCE

ACCEPTANCE

PAYMENT SCHEDULE  
Net 30

EQUIPMENT TOTAL	\$140,257.53
SHIPPING TOTAL	\$0.00
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INSTALLATION	\$5,250.00
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SUBTOTAL	\$145,507.53
TOTAL SALES TAX	\$0.00
PROJECT TOTAL	\$145,507.53

TERMS

I accept this proposal and hereby authorize Go Media, LLC to proceed with the installation of the included systems at the facilities of ULL constructing at Griffin Hall Lafayette, La as described in the totality of this document. I further authorize Go Media, LLC to be granted the facility access that will be required to complete this project in a workmanlike and timely manner and for payment to be made to Go Media, LLC. In keeping with the Terms of Payment listed above. It has been made clear to me that there exist no understandings regarding this project with any relevant party unless and until ULL and Go Media, LLC agree to such additional or alternate understandings in writing. Project cost and pricing are dependent upon a continual flow of work without interruption or delays imposed by ULL or their staff, construction, other building trades or any other party, and additional costs may be incurred by ULL from Go Media, LLC. If such delays result in additional costs that are not covered by the pricing in this proposal. I agree that any additions to and/or deletions from the materials and labor to be provided by my acceptance of this proposal and any resulting change(s) in cost of this project shall only be by way of written change order(s) and shall be valid only after being signed by ULL and Go Media, LLC. This proposal is valid only if accepted in writing and/or Purchase Order issued by ULL.

ACCEPTANCE

ULL

\_\_\_\_\_  
SIGNED

\_\_\_\_\_  
DATE

\_\_\_\_\_  
PRINT NAME

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TITLE

GO MEDIA, LLC

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SIGNED

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DATE

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PRINT NAME

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TITLE