

Digital success: How AIS renewed information dissemination with PLAYipp



Asker International School
Rapidly growing international primary school.

Location
Asker, Norge

Industry
School

Number of screens
10

Organization's size
40 employees and 560 students

The Customer

Asker International School, under the leadership of Principal Robert Browne, has experienced remarkable growth since its inception in 2013. Starting with only 39 students, the school has expanded to accommodate 560 students.

This growth trajectory brought with it numerous challenges and opportunities, especially in terms of communication and information dissemination within the school community.

The Challenge

The rapid expansion of Asker International School presented a unique challenge in maintaining effective communication across its much larger new building. Traditional communication methods were proving inadequate in this expanded setting.

Principal Browne expressed the core of this challenge, stating, "How do we get information to people in different places? The building is much larger than the previous one. Therefore, I had to figure out how we should communicate."

The Solution

Asker International Schools resa mot förbättrad Asker International School's journey to enhance communication led them to select PLAYipp as their digital signage software provider. Recognizing the need for expert assistance in the implementation, the school collaborated with a PLAYipp Partner for the installation of the screens. This partnership was vital in ensuring a smooth integration of the digital signage system into the school's infrastructure.

Speaking about the relationship with the partner

and the installation process, Principal Browne said, "We had a good partnership with PLAYipp Partner 3C Technology, and it was important for us to know that we were getting quality from the initial sale to the actual impact. They did several installations here, extending PLAYipp as a solution for the school."

The Results

The implementation of PLAYipp digital signage at Asker International School has led to significant improvements in communication and engagement within the school community. The digital screens have become a central feature for disseminating information, ranging from school news to celebrating student achievements.

The impact of this technology is evident in the way students and staff interact with the content displayed. Principal Browne observed this interaction, noting, "For example, when they [students] walk up and look at the screen, seeing what's been posted there and engaging with it, it shows that it's valued." This level of engagement signifies the success and value of the digital signage in enhancing the school's communication strategy.

The Future

Looking ahead, Asker International School plans to further integrate digital signage into its daily routine. This includes exploring new functionalities and potentially involving students in the content creation process, thus fostering a more interactive and engaging learning environment.

The school's partnership with PLAYipp is poised to evolve, adapting to the ever-changing landscape of digital communication and education technology.