

Interactive Digital Displays in the Church of Sweden



Järfälla Parish, a vibrant community within Svenska Kyrkan, strives to unite ancient tradition with modern technology.

Location

Järfälla

Number of Digital Displays

9

Industry

Religious Organization

Background

In the heart of a lively parish within the Church of Sweden, where tradition meets the present, Järfälla Parish faced the challenge of modernizing its communication. As the organization aims to be accessible and inviting to everyone, it was crucial to find ways to efficiently share information.

The Challenge

There was a need and an idea to modernize the way of communicating to reach out to parish members and visitors, including youth and families with children, in new ways.

The parish had previously used “traditional”, wall-mounted, digital information screens to communicate important information to visitors, such as programs, events, and opening hours. However, over the years of working with these digital information screens, an idea had emerged from Susanne Sundqvist, the IT manager in the parish:

“What if the screens could have a touch function?”

The Solution

By collaborating with PLAYipp and its partner Ricoh, the parish was able to implement digital information screens equipped with touch functionality.

Susanne Sundqvist had already developed a proposal for the design with content. PLAYipp realized the idea with its software for publishing content on the screens, thus enabling a tailor-made solution for the parish together with Ricoh’s expertise which provided the technical solution.

The screens are now central information points where visitors can easily access information about the day’s program, the parish’s activities, and events. A unique feature is the Music Bank, which is provided by Royal Streaming and accessible through the screens, where visitors can listen to hymns and other music suitable for weddings, baptisms, or funerals using headphones. Visitors can also use the “Find the Grave” feature, delivered by Eniac, where they can easily navigate to the correct grave on the church grounds.

With the help of the touchscreens, children can also be involved as they can watch animated films produced by the Church of Sweden through the screens.

“It was important for me that the children would feel included in this, therefore there is specifically content created for children and in front of each screen, there is also a stool so that smaller children can reach,” says Susanne Sundqvist.

Results

To summarize, the digital screens have had a positive effect on the parish’s ability to communicate with its members. The parish has seen increased interaction from visitors, who can now engage with the content in a more interactive way.

“It has been fun to see how our members have embraced this new technology. The feedback has been positive!”

Susanne Sundqvist



Svenska kyrkan

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3 Tips for Maximizing Interaction with the Screens

Interactivity Engages

Use the screens' touch function to make the information more interactive. This encourages users to actively engage with the content, enhancing the experience and information uptake.

Versatile Content

Diversify the content on the screens to meet the needs of different target groups. Include everything from the day's program to music and child-friendly material to increase relevance and accessibility for all visitors.

Technical Integration and Connectivity

Utforska möjligheterna att integrera digitala skärmar Explore the possibilities of integrating digital screens with other church systems and databases to automate the flow of information. For example, the screens can be updated with current events and announcements directly from the church's calendar system.

