

# AIT Partnership Group Provides 21st Century View of Local Heritage.

Submitted by: AIT Partnership Group

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The fascinating historical past of Wandsworth Borough can now be displayed in the present thanks to the technology of the future.

Ten libraries in the south-west London borough have been equipped by Reading-based AIT Partnership Group (<http://www.ait-pg.co.uk>) with the latest Digital Signage (<http://www.dvipartnership.co.uk>) solution. This manages and displays content throughout the libraries on 40-inch LCD screens – bringing local history and heritage to the attention of library visitors in eye catching and innovative style.

The use of modern technology was a key consideration for Wandsworth's new approach to the presentation of local history in the borough. Visual content can be prepared offline and varied as required. It can be screened at all the libraries at once, or changed to suit specific individual locations.

The first screenings displayed photographs of different areas of the borough from the archives, then in February a themed display about local gay authors and artists was created to celebrate Lesbian, Gay, Bisexual and Trans History Month. Black History Month will feature in October.

## THE CHALLENGE

At first, the challenge seemed simple. Supply and install ten LCD digital display screens in Wandsworth libraries.

But AIT digital signage consultant Lara McIvor soon realised that providing long-term flexibility was the chief requirement.

"Wandsworth's library service plainly had a vision to improve awareness of the area's local heritage – a vision that included linking the areas history with plans for the future and creating public interest in local heritage." said McIvor.

"The brief was to provide innovative content and use the latest technology to create an attention grabbing display but we also had to consider the day-to-day operation of the system. While the initial intention is to control things from head office, the future may bring hands-on involvement from individual library managers. We needed to provide a system that was easy to use and to develop a clear training programme."

## THE SOLUTION

Being a publicly-funded project, cost was also an important factor. AIT's innovative solution was tested by the tendering process and proved successful in both meeting Wandsworth's budget requirements and providing significant feature advantages within its overall solution.

AIT based its solution around the ViewDis Digital Signage Player (<http://www.dvipartnership.co.uk/digital-signage-player.htm>) & ProVision distribution system

(<http://www.dvipartnership.co.uk/provu-hd.htm>). “The ViewDis DSP gives a flexible system for creating Digital Signage without needing to employ design agencies. With the ProVision equipment video signals can be distributed in high-resolution around the libraries, giving full control over the displays” explained McIvor.

In addition, AIT enhanced its support and service package to include advanced personal training for designated Wandsworth Council employees, to a level at which they will be able to pass on their knowledge and experience to future operators.

AIT technicians ensured the professional installation and commissioning during a high-spec, phased fit-out. A quarterly maintenance programme is a part of the agreed support package along with on site ad hoc support from AIT should it be required.

## THE RESULT

“AIT has provided us with an easy way of raising awareness of local history and heritage. The visual medium works well in attracting visitors to the themes on display, and it has certainly generated an interest in the borough’s history,” said Meryl Jones, Assistant Head of Library and Heritage Services, Wandsworth Council

“We are only just scratching the surface of the potential for communication with library users, but thanks to AIT’s training we are rapidly increasing our capabilities.. This has been an exciting development for the library service ”

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