

## Case Study: Education

### The Client

City of Westminster College is one of the major Further and Higher Education providers in London, delivering full-time and part-time education and training to more than 7,000 people each year. They offer excellent teaching and a wide choice of academic, vocational and professional courses to students aged 16-18 and to adults.

City of Westminster College have redeveloped their Paddington Green site and have created a £102m world-class campus which has been short listed for the prestigious RIBA (Royal Institute of British Architects) awards for London 2011.

CWC have also introduced a brand new logo and are launching a new website. The logo and associated branding is designed to capture the inspirational learning environment of the College. It incorporates bold colours to represent the diverse community and wide choice of courses.

### The Challenge

The new CWC campus provides 24,000m<sup>2</sup> of floor space. Communicating with 7,000 students, who are constantly on the move, can pose a real challenge. Throw in a demanding audience who expect to be informed and entertained and you have the everyday communication challenges that every educational establishment faces.

### The Solution

Sabercom worked closely with the City of Westminster College to specify and provide a 16 screen digital signage system for the new Paddington Green campus and across two other sites, Maida Vale and Queens Park.

A strategically placed network of screens next to lifts, stairs, canteens, reception areas and in the learning resource centre ensures that important messages reach each and every one of the students as they move around the building.

Facilities managers can broadcast those last minute room alterations, deliver important safety messages, update canteen menus or put together an open evening presentation, and even play web radio - all wrapped with the new logo and branding.

The Sabercom system has proven to be one of the most important communication channels for the City of Westminster College. Sabercom's on-going relationship with the college ensures that the solution is constantly evolving to meet their requirements.



### Customer Testimonial

"Sabercom software is flexible, professional and easy to use, making it a quick and painless task to update displays. We use a template to maintain our corporate image whilst allowing us the flexibility of changing content to reflect the diverse needs across the College. The Sabercom team are helpful and responsive, installing software remotely and working with us to find speedy solutions..." [Ian Smith - Support Services Manager, City of Westminster College]

For further information visit [www.sabercom.co.uk](http://www.sabercom.co.uk) or call Sabercom on +44 (0)1732 440035