



## Case Study: Education

### The Client

The London School of Economics and Political Science (LSE) is one of the foremost social science universities in the world.

The LSE Accommodation Office has more than 3,400 student places within the LSE residential halls. The accommodation is located in London's desirable West End. All of their sites are within reach of many of London's most famous attractions.

During the vacation period the LSE offers award winning, great value central London accommodation by opening their residences as hotels in winter, spring and summer. Their rooms are ideal for families, groups and individuals and great for those on a budget.

### The Challenge

The LSE residences are spread across the west end and comprise of eight halls. Communicating with the 3,400 students, who are constantly on the move, can pose a real challenge. During the vacation period when the rooms are let, the LSE need to be able to provide up-to-date residential information and messaging to the public.

### The Solution

Sabercom worked closely with the London School of Economics and Political Science to set up a network of eight large LCD screens in the main reception areas across their halls of residence.

The screen network can be monitored and updated centrally by the management of Residential Services, pushing university wide multi-media content to all or selected screens.

Sabercom's easy to use content management interface also means that any member of the residential hall reception team can publish targeted messaging for students and visitors on their own screen.

Sabercom worked with the LSE Design Unit to configure two different content backgrounds and layouts for their two audiences. Students during term time and vacationers during the holiday periods: Christmas, Easter and Summer.

The screens are automatically scheduled to change from Student information to Guest specific content, and back, during the academic year.



THE LONDON SCHOOL  
OF ECONOMICS AND  
POLITICAL SCIENCE ■

### Customer Testimonial

"AWAITING TESTIMONIAL"

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