DT Research

DT Research Digital Signage Providing Multimedia and Kiosk Solutions to Studio Museum

As an integral part of the New York community for over forty years, The Studio Museum in Harlem is more than an art museum. Here emerging artists can get studio space and support through the Artist-in-Residence program, local children and families can enjoy art programs and classes, and special events showcase leaders in art and culture. As a flourishing art center for artists of African descent, the Studio Museum also publishes their own magazine, Studio magazine, a print version of what's going at the museum as well as news and exhibits around the world inspired and influenced by black culture.

The Challenge

The Studio Museum received a grant to provide technology such as kiosks and wireless networks to make their on-site communications with visitors more efficient. Previously, the public relations team had to create foam-core signs to communicate about art exhibits, events, classes, student programs, and gift shop information. The printed signs took considerable time and money to plan, create, and place, so they decided to add digital signage to the solution list. The focus was on an effective yet simple system for digital signage and interactive kiosks in public and staff spaces that supportsd a wide variety of multimedia platforms and was straightforward to manage.

The Solution

After testing several systems, the team at Studio Museum decided on the DT Research Signage System. Other solutions that they investigated had additional costs to get the required functionality, but the DT Research System included everything needed with a one-time cost with no recurring fees. They chose the DT Research SA3200 and SA3000 digital signage appliances, with powerful content processing and energy efficient operation, paired with the DT Research IR22 touch monitors, featuring highly accurate infrared touch for the interactive kiosks. The kiosks, located throughout the museum and lobby, provide instant information to visitors about all programs and schedules, and also collect visitor feedback and mailing list sign up information.

The SA3200 and SA3000 are also paired with Mitsubishi LCD monitors (42" to 52") and wireless keyboards in the conference rooms and education labs used for classes and staff meetings.

DT Research SA3000, SA3200, IR22 and WebDT Content Manager

Other areas that installed the signage system are the Museum store for announcements, advertising and book information, and in the front window of the museum showing images of artworks and events.

The building housing the Studio Museum includes rentals on the upper level, and the lobby is open 24 hours. The digital sign in this space not only provides advertising and information on the Studio Museum events and classes, but also provides the potential to enhance rental income and allow event sponsors to reach a larger audience.

The public relations team and other staff at the Studio Museum are able to engage the user-friendly WebDT Content Manager (WCM) to layout and schedule content, saving time and costs to get information displayed in multiple areas. The ability to re-use content for various messages adds to the efficiency of communication with visitors, staff, and the public.
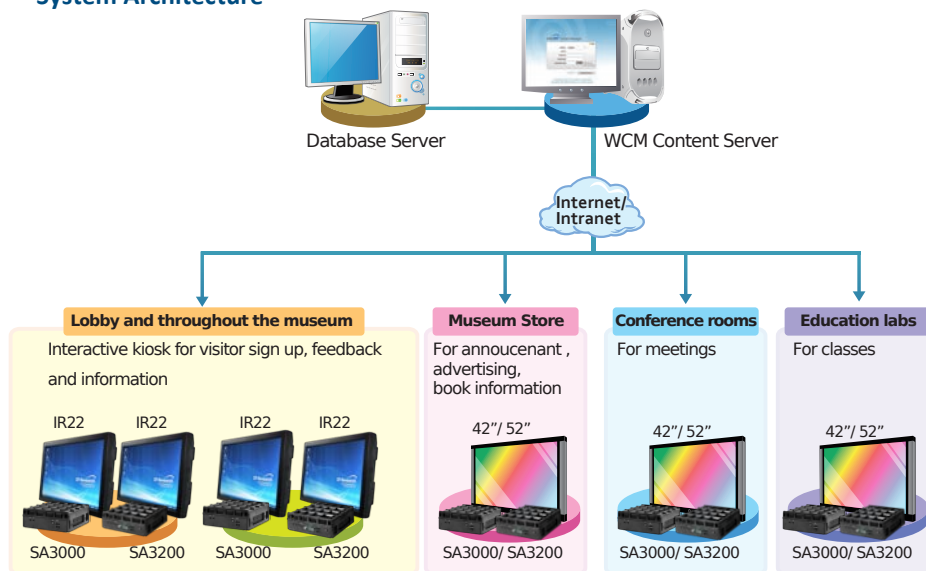
Results

"In the current tech-culture, people expect digital presentation", commented Elijah Morgan, Systems Administrator at Studio Museum, adding "the DT Research signage system gave us a simple and robust means to provide digital signage, multimedia, and interactive kiosk services to the Museum's visitors and staff."

Now the Studio Museum has a successful digital signage and multimedia solution in place throughout the museum and labs, providing a targeted medium to their various audiences and showcasing their commitment and value to artists, visitors, and the local community.

For more information about DT Research Signage System, visit http://signage.dtri.com

System Architecture

Database Server — WCM Content Server

Internet/ Intranet

Lobby and throughout the museum	Museum Store	Conference rooms	Education labs
Interactive kiosk for visitor sign up, feedback and information	For annoucenant , advertising, book information	For meetings	For classes
IR22 IR22 IR22 IR22	42"/ 52"	42"/ 52"	42"/ 52"
SA3000 SA3200 SA3000 SA3200	SA3000/ SA3200	SA3000/ SA3200	SA3000/ SA3200

Available in the Museum Store!

About DT Research