

ViewSonic®

Western University of Health Sciences increases event publicity and student awareness with ViewSonic 52" ePoster

Challenge

- Create more publicity for daily/weekly College of Pharmacy events
- Attract more attention for guest speaker presentations

Solution

- ViewSonic 52" ePoster

Benefits

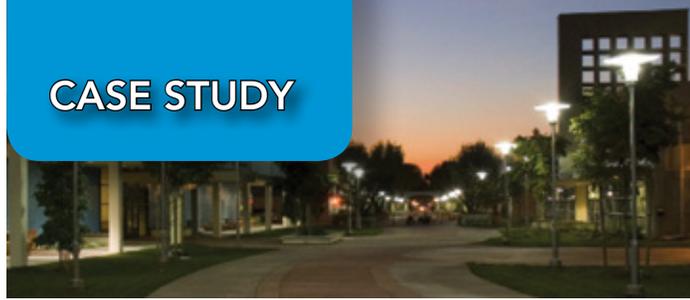
- Clear, bright, high-definition visuals
- Increased awareness of upcoming student events
- User-friendly programming encourages student creativity



EP5202r ePoster

Hi-impact High-Definition Digital Poster

CASE STUDY



CUSTOMER PROFILE

Western University of Health Sciences is a non-profit, private graduate school for health professionals. The university campus includes 11 major buildings on 22 acres in downtown Pomona, Calif. Founded in 1977 with a student body of 36, the university now has more than 2,600 students. Western University (WesternU) is one of the largest graduate schools for the health profession in California, offering 18 programs in nine colleges.

The Challenge

In Spring 2010, WesternU's College of Pharmacy wanted a better way to inform students of current activities and upcoming club events, while also publicizing and welcoming guest speakers. The college's previous efforts to disseminate messages via email and printed fliers didn't seem to get the job done. The college suspected that state-of-the-art digital signage might provide just the right communications impact.



The ViewSonic Solution

The college soon invested in a high-definition **52" ePoster** from **ViewSonic**, installing it front and center in its building's lobby. As suspected, the results were immediate.

"With the eye-catching **ePoster** right in the lobby, students really can't miss the information now," said Frances Kolarz, Blackboard Administrator at WesternU. "Today, the college uses the **ePoster** to publicize all its events and welcome guest speakers, which offers a nice personalization. The dean has been very happy with it. The students are excited about the **ePoster**, because they can create announcements quite easily and send them to our director of student services, who uploads the images right to the ePoster."

"What's nice about the program is that users can go in and be pretty creative with their announcements and images," added Kolarz. "The software is very user-friendly, which makes it very easy for people who aren't graphic designers to create attractive signage."

The Results

"Our **ePoster** has given new life to the College of Pharmacy by engaging students, faculty, staff and visitors the moment they enter the building," said Daniel Robinson, PharmD, College of Pharmacy Dean. "It serves as an appetizer for the stimulating academic environment that lies ahead."

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In fact, the **ePoster** is working out so well for the College of Pharmacy, several other colleges on campus are already considering an **ePoster** for themselves.

For more information, contact ViewSonic at SalesInfo@ViewSonic.com or visit www.ViewSonic.com.



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