



A student at the University of Arkansas uses Actalyst interactive overlay to find out if a meeting room is available.

University of Arkansas students and staff find their way with SMART

As Craig Edmonston looks outside the Intramural/Recreational Sports office at the University of Arkansas, he sees students touching a digital sign.

They're using SMART's 50" Actalyst™ interactive overlay to see if a meeting room is available.

Edmonston, director of intramural/recreational sports at the University, also uses the kiosk to relay information about recreational events to students.

"The kiosk is just a good way to advertise programs. You can control what is displayed on it, and you don't have to go through an ad agency because you update the information yourself," says Edmonston.

"It enables your program to advertise itself. It's expandable, so as things change, you can easily keep up with the times."

Actalyst interactive overlays are mounted on flat-panel displays (plasma or LCD). SMART Technologies developed DVIT™ (Digital Vision Touch) technology that makes the overlay touch sensitive. Touch accuracy remains consistent across the entire screen area.

"Before our staff directory was a static sign. It had a light behind it, but you couldn't get any more information from the sign," says Edmonston.

In July 2006, the University of Arkansas purchased three overlays for their Health, Physical Education and Recreation (HPER) building. With the touch of a finger, a visitor can now navigate through the customized multimedia content. People can find directions from one point to another on campus, facility maps and the building's directory. Actalyst is also popular in shopping malls, hotels, trade shows, airports, museums or building lobbies.

"Our facility is 24 years-old. We had to add technology to the facility to keep up. With this technology you are seeing what's beyond the university – in hotels and malls," says Edmonston.

SMART works with Nexus, a digital signage solutions provider, to design and develop the interactive application for Actalyst at the University of Arkansas. Nexus also provides the University with content management software and services. The interactive application enables students, staff and visitors to access a variety of information including campus maps, department information, hours of operation, facility rules and instruction on how to use the exercise equipment properly.

"It certainly is a way that we can advertise and keep students informed of emergency procedures. It's one more way students can obtain convenient, instant information," says Edmonston.

Actalyst interactive overlay is compatible with 18 popular brands of commercial flat-panel displays and ranges in size from 32" to 65" (81–165 cm).

Edmonston says he likes the product so much he'll push for more as the campus expands.

"Every time we turn around we find another use for it. We may even put one on our outdoor field area to explain the rules of use for the field."

SMART Profile University of Arkansas

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director, intramural/
recreational sports