

# University Emergency Communications Matter:

Digital Signage Provides Alert Integrations for



*In January of 2013, Towson University rolled out a solution for their emergency communications via the existing digital signage devices on campus. The Alert Integration ensures preparedness for students, faculty, staff and visitors in the event of an emergency.*

## The Problem

Towson University needed a communication solution to power messages across their entire campus the instant an emergency strikes.

## The Solution

Industry Weapon's Alert Integration automatically feeds powerful, digital notifications the instant an alert is initiated via the campus notification system.

**TORNADO WARNING:  
TAKE SHELTER NOW**



**EMERGENCY ALERT**

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*“IN THE EVENT OF AN EMERGENCY ORGANIZATIONS NEED THE ABILITY TO COMMUNICATE CLEARLY AND IMMEDIATELY.”*

*Dave Wible, CEO,  
Industry Weapon, Inc.*

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## How to Alert an Entire Campus

Towson University, the second largest higher education institution in Maryland, is comprised of more than 22,000 students. The campus spans 329 acres and includes 15 residence halls. Nearly 5,000 students—including approximately 85% of the freshman class—reside in the residence halls. The facilities include apartment complexes, modern high-rise towers and residential buildings. Towson University needed a way to extend alerts to their students, faculty, staff and visitors about emergencies with a timely, effective communications medium. They turned to their digital signage provider, Industry Weapon, to integrate alert notifications from their emergency notification system.

## Putting the Integration in Action

Towson University was already running Omnilert's e2Campus Program for their emergency system. The integration was a routine setup for the Industry Weapon team. Once the connection was complete and tested on one media player, Industry Weapon assigned attributes to the rest of the campus's required players so they would also receive notifications.

Since the initial installation, Industry Weapon recommended that the university run a test alert once a month to ensure full functionality. The alerts are hosted on a cloud-based server to allow for real-time messaging to occur, so regularly testing the speed and accuracy is highly recommended.

## Alert Integrations 101

In the event of an emergency, organizations need the ability to communicate clearly and immediately. The first step is to inform everyone as quickly and as efficiently as possible. The fastest, most useful way to spread the message is the application of digital signage. Digital Signage technology experts Industry Weapon helped Towson University by supplying them with an Alert Integration. Alert Integrations are built to assist schools and communities in any situation, from fire drills to storm notifications.

No matter what emergency notification system a campus uses, digital signage can integrate with these systems to transmit alerts throughout the campus. Once an emergency is triggered via the school's alert system, it will transmit a 160-character message that takes over the displays of their choice with an emergency notification. The alert can also display other relevant information, like evacuation procedures or where to locate the nearest fire extinguisher.

THESE INTEGRATIONS ARE UPDATED AS NEEDED TO ENSURE THE MOST ACCURATE INFORMATION IS READY. WITH THE FURTHER INCORPORATION OF DYNAMIC CONTENT REGARDING SAFETY PROTOCOLS, DIGITAL SIGNAGE ASSISTS WITH THE CREATION OF A SAFE CAMPUS ENVIRONMENT.

Want to learn more about alert integrations or safety messaging? Email us at: [more@industryweapon.com](mailto:more@industryweapon.com) or visit: [www.industryweapon.com](http://www.industryweapon.com)

