

ScreenFusion DVM at Vertex

Comments from Paul Stafford, New Media Manager.

At Vertex we have a 21st Century Communications Strategy which is all about using new, smarter ways to communicate more effectively within Vertex.

We have 11,000 staff members across multiple sites who need to be kept up to date with what's happening within the organisation.

What we like about DVM is that it's an engaging medium which is constantly communicating to our audience and it requires no effort on their part whereas with our corporate intranet and our in-house publications, people have to actively seek out the information we want to make them aware of.

We have a number of sites and departments, each with their own unique information requirements and content can be easily customised for each of those local areas.

We also have the facility to put out general corporate messages to all sites.

We deliver staff communications on the screens in the staff restaurants and break-out areas...and on the screens in the reception areas we have content to impress our visitors and clients.

So, DVM offers a different and effective way for us to get our message across...it's more "communication" than "information" and that makes it an essential tool in our 21 Century Communications Strategy.

Screen star Paul's vision of the future.

Article from Vertex July 2005 (Vertex staff magazine).

As a keen amateur actor in local pantos and musicals Paul Stafford has only dreamed about the wide screen in the past.

But now his big screen opportunity has finally come.

Vertex New Media Manager is the driving force behind a project to install state of the art LCD screens at both Phoenix and Vertex House.

And his face can be seen, among others, on the impressive super thin screens delivering a wide range of information to employees and visitors to the two sites.

"Our vision is for multiple numbers of these 'infoscreens' to be installed at every Vertex site across the globe," said Paul, who also manages the VIC intranet site. "The idea is that the content will be customised for each site, and possibly even each account.

The local communications teams will be able to upload local information for specific accounts, general site information and news. And we have the ability to switch the screens over to Sky News, or even Sky Sport, should the need or opportunity ever arise!

"But we would have the facility to centrally override local content, and when an important corporate story broke, we would run it on every screen at every site."

The hi-tech screens are part of the 21st Century Communications initiative to investigate and initiate the use of leading technology to communicate to employees. The pilots have been well received at both sites, with Phoenix House currently enjoying use of the only two 46 inch LCD screens in the UK.

"This is more communication than information," said Paul. "These are much more than electronic posters. They are leading edge screens with incredible resolution capable of delivering moving images and videos. It's all eye-catching stuff which will keep employees up to speed on site and company issues."

The Communications team will prepare a business case for a roll out across the company. Some sites however, have already purchased their own screens following visits to Phoenix and Vertex House.

For further information contact:

James van Etten
Sales Manager
ScreenFusion Ltd.

Mobile: 07929 884 506
Tel: 0870 080 2995
Fax: 0870 446 2995
Email: james.vanetten@screenfusion.com