

CASE STUDY: THE RESTAURANT SCHOOL AT WALNUT HILL COLLEGE

Samsung Digital Signage Serves Up a Dynamic Learning Environment



The Restaurant School at
Walnut Hill College

OVERVIEW

Customer Need

The Restaurant School at Walnut Hill College wanted to create a modern, dynamic learning space for its culinary arts, pastry arts, restaurant management and hotel management students. The College needed digital bulletin boards to more effectively communicate with busy, on-the-go students. The student-run gourmet restaurant needed a flexible, cost-effective way to accentuate the dining theme and ambiance. The College also wanted to install attractive digital displays in key hallways to highlight student achievements and enhance the décor.

Samsung Solution

The College installed 30 Samsung displays with MagicInfo software throughout the campus. Samsung 40-inch displays are deployed as digital bulletin boards in several campus locations, while Samsung UE Series 55-inch displays form a videowall in the gourmet restaurant. Finally, Samsung ME Series 32-inch displays are vertically mounted on hallway walls.

Results

The College implemented a cost-effective communications platform across the campus to meet the needs of students, administration, and dining patrons. Digital bulletin boards provide busy students with important schedule and event information. The gourmet restaurant videowall is presented as a large picture window that can be easily changed to match each evening's event. Displays framed like artwork create an upmarket image for dining patrons and visitors.



THE CUSTOMER

The Restaurant School at Walnut Hill College

Founded in 1974, The Restaurant School at Walnut Hill College offers associate and bachelor degrees in culinary arts, pastry arts, hotel management and restaurant management. Located in Philadelphia, the College focuses on preparing students for careers in the upmarket segment of the industry such as fine dining restaurants and luxury hotels.

The heart of the campus is the Allison Mansion – a classic 1860's era building that houses six kitchen-classrooms and four public restaurants. Nearby, there is a residence hall and an administrative building with traditional classrooms.

The College provides practical, hands-on learning to more than 600 full-time and part-time students. The four restaurants are prepped and run by the students and are open to the general public. And the food prepared in the kitchen-classrooms is served in the restaurants.

Nearly 85 percent of incoming students come directly from high school, bringing with them an appetite for digital technology in every aspect of their lives. In addition, upmarket restaurants and hotels are adopting digital technologies to deliver memorable guest experiences and expect new employees to come prepared.

Recognizing these needs, the College has embraced technologies like e-cookbooks, tablets, and digital signage to create a dynamic learning experience.



40" Samsung ME Series Displays Line the Hall as a Framed Picture Gallery

THE CUSTOMER NEED

Spicing Up the Learning and Dining Experience

Daniel Liberatoscioli, president of the Restaurant School at Walnut Hill College, recognized the need to use digital technology to foster a dynamic learning environment. "Today's students grew up interacting with multiple screens, from TVs and laptops, to smartphones and tablets," said Liberatoscioli. "So we wanted to create a digital learning environment in every aspect of their lives - where they walked, studied, cooked, dined or just relaxed."

In order to communicate with students and faculty that are spread out over several buildings, the College sought to deploy digital bulletin boards that displayed time-sensitive information like academic deadlines, student organization activities, special events, and guest speaker notices. The digital displays had to fit in tight hallways and the content had to be easily managed from a central location.

"We wanted an efficient, paperless communication system around campus and traditional bulletin boards are hard to maintain and the student's barely notice the static information – they are so used to seeing things on a digital screen," says IT Coordinator Mike Finnell.

As part of the College's commitment to hands-on learning, the college operates the Great Chefs restaurant that features cuisine from the world's most notable chefs. "The Great Chefs room was very stuffy with burgundy walls and tapestries," says Finnell. "We wanted a space that could be dynamically changed with a visual backdrop to match the event or dining theme."

The College also wanted to provide an attractive setting for dining patrons, prospective students and visitors. In the main hall of Allison Mansion, the College wanted to create a dynamic "art wall" that could showcase student achievements and food creations. In order to remain faithful to the 1860's classical design of the mansion, the displays had to be ultra-thin and enclosed in ornate frames to match the décor and ambiance of an elegant home.

As with all educational institutions, budgets are always tight, so the digital signage systems had to be cost-effective, reliable, and easy to manage.

THE SAMSUNG SOLUTION

Garnishing a Traditional Campus with Innovative Digital Signage

The Restaurant School at Walnut Hill College turned to Samsung commercial displays with easy-to-use MagicInfo software to create dynamic spaces throughout the campus.

To address the need for campus communications, the College installed seven digital bulletin boards with Samsung 40-inch displays. "The displays would be on 10 to 14 hours a day, so reliability and durability were important and Samsung was a natural fit," says Finnell. The bulletin board content is managed by the student life coordinator who can update the information for all seven bulletin boards through the MagicInfo software console within minutes from any PC.

In the Great Chefs restaurant, four Samsung UE Series 55-inch displays were used to form a videowall that looks like large framed windows draped with curtains. The UE Series displays have ultra-thin bezels that create a nearly seamless visual effect to match the dining theme.

For example, a French-themed night would be accompanied by imagery of the Paris nightscape.

In the lounge, a historic - but unused - marble fireplace was used to house a Samsung display that shows continuous video of a roaring fire or a tropical fish tank to create a fun and inviting atmosphere for student relaxation and socializing.

And in the main hall of Allison Mansion, five Samsung 32-inch ME Series displays serve as picture gallery. The images in these framed displays are rotated regularly to highlight food art and student achievements. An additional five displays have been installed in the academic building to show inspirational messages to faculty and students.

The ME Series has a narrow bezel and thin depth for easy framing. The displays come standard with the Samsung Smart Signage Platform, which includes a powerful processor and storage right inside the display and eliminates the cost of a separate media player. "The embedded media player was critical because the walls are a foot thick and we couldn't run cables without major, costly renovations," says Finnell. "With Samsung ME Series displays, we simply update the content from the USB port on the side of the display - its easy and cost-effective."

QUICK PROFILE

SAMSUNG ME46C COMMERCIAL DISPLAY



- DISPLAY SIZE (DIAGONAL):** 46"
- PANEL TECHNOLOGY:** 60Hz LED Edge-Lit LCD
- RESOLUTION:** Full HD 1920 x 1080
- BRIGHTNESS:** 450nits
- RESPONSE TIME:** 8ms
- SCREEN DEPTH:** 1.2 inches
- INTERNAL MEDIA PLAYER:** Cortex-A9 1Ghz Dual Core, 1GB DDR3, 4GB FDM
- CONNECTIVITY:** 3 HDMI Inputs, USB, Ethernet RJ45/LAN
- WEIGHT:** 28.9 lbs.
- FEATURES:** Smart Signage Platform compliant, MagicInfo Premium S
- ENVIRONMENTAL:** ENERGY STAR® compliant
- STANDARD WARRANTY:** 3 years (parts and labor)
- OTHER SIZES AVAILABLE IN SERIES:** 32, 40, 55, 75 & 95"

SAMSUNG UE55C COMMERCIAL DISPLAY FOR VIDEO WALLS



- DISPLAY SIZE (DIAGONAL):** 55"
- PANEL TECHNOLOGY:** 240Hz LED Edge-Lit LCD
- RESOLUTION:** Full HD 1920 x 1080
- BRIGHTNESS:** 500nits
- RESPONSE TIME:** 4ms
- BEZEL WIDTH:** 5.5mm
- FEATURES:** MagicInfo Video Wall
- OTHER SIZES AVAILABLE IN SERIES:** 46 inches



Samsung 55-inch Displays Framed as a Window for Elegant Dining

THE RESULTS

A Recipe for Success with an Extra Helping of Fun

With the innovative use of Samsung displays, the Restaurant School at Walnut Hill College has converted its campus into a dynamic learning space that matches the digital lifestyles of students.

Digital bulletin boards provide students with up-to-date campus news, student activities, and social events. "The digital bulletin boards have made it much easier to keep our students up to date," says Student Life Coordinator Megan Bloom. "We use MagicInfo software to quickly update the boards with news on the latest events and activities around campus. It's a big improvement over paper-based bulletin boards because the displays are bright and dynamic so they grab the student's attention."

The videowall in the Great Chefs restaurant has received rave reviews. "In the past, the dining room was rather stark," says Finnell. "Now when guests enter they say, 'Oh my gosh! Look at this room!' It makes it more than just a place where you get a meal. It's a place you can be excited about." The videowall creates a dynamic, visually-stunning ambiance that is tied to the food being served.

A seafood dinner might be accompanied with images of a seaside resort. An Italian meal might be enjoyed with videos of rustic Italian farms.

The rotating picture gallery in the main hall of the Allison Mansion has also been a crowd pleaser. Finnell says the displays help "wow" prospective students and visitors. For example, the College runs a summer camp for high school students. On the final day, students prepare and serve a meal to their parents. "We display a photo gallery of the students to showcase their achievements. The parents are so proud to see the photos as they enter the dining room."

The College aims to expand the use of Samsung commercial displays to improve the student learning experience. Plans are underway to install an interactive display about spices on a hallway wall. The College is also evaluating touchscreen kiosks for way-finding and interactive whiteboards for classroom instruction. "We want to prepare our students for a rapidly modernizing industry and digital displays are an important element of how we engage and communicate with them," says Finnell.

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- Megan Bloom
Student Life Coordinator

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- Mike Finnell
IT Coordinator



Display Framed by Fireplace
Creates a Fun Lounge Atmosphere



Samsung Displays Improve Student Communications