



VitalCAST™ Case Study

“We’ve had a very positive reaction from our patrons about the digital signage. The brightness of the LCD panels stands out in that space and catches the attention of the people going by.”

Tobey Coffman, Systems Manager
Ball State University Dining Services



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Digital Menu Boards Capture Attention Better

CLIENT

Ball State University Dining Services (Muncie, IN)

PROJECT

Digital Menu Boards

PROFILE

Ball State University is a public university in Indiana with more than 20,000 students currently enrolled. Ball State's dining services department boasts eight dining locations across the campus with a wide-variety of meals available to the students and faculty.

OBJECTIVE

As a university that prides itself on being on the forefront of technology, Ball State knew they had to walk the walk as well as talk the talk when it came to making its dining facilities a state-of-the-art destination. They needed to gain the attention of their patrons by enhancing the aesthetics of their facility while conjointly increasing patron traffic efficiency.

SOLUTION

Ball State installed six LCD displays powered by VitalCAST throughout their dining facilities, including the Student Center Tally Food Court. Dynamic graphics highlight combo options and other dining promotions that can be updated with the click of a mouse.

The content running on their digital menu boards can be schedule to run at any time of day or day of the week, allowing the dining service director to automatically update their displays based on their rotation of menus. Content can be changed in real time, providing the dining services director with the ability to quickly, accurately and effectively communicate with dining patrons at any time.

RESULTS AND IMPACT

Traffic flow throughout these facilities has increased all while becoming more organized and efficient. This means shorter waits in line, more transactions per hour and, most importantly, happy customers that are sure to return to use Ball State's dining services again!

“In our Student Center Tally Food Court, the bright, colorful boards are visible from the hallway that runs along the dining unit, so they are a great visual cue for students and other potential customers passing by,” Tobey Coffman, systems manager for BSU's Dining Services, said of their digital menu board solution. “The brightness of the LCD panels stands out in that space and catches the attention of the people going by.”