



A Complete Guide to Courtroom Digital Signage



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Introduction

Courthouses are an integral part of our judicial system.

Those tasked with managing courthouse policy bear the responsibility of maintaining decorum and ensuring that courtroom processes run smoothly—two goals best achieved through communication.

And as it turns out, digital signage is the perfect way to achieve this level of communication.



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Courtroom Communication

Consider the numerous ways that digital messaging solutions can improve courthouse operations:

- ▶ Time-specific dockets show visitors real-time scheduling information about their appointments or upcoming meetings.
- ▶ Display court announcements, last minute room changes, and other schedule adjustments that may pop up.
- ▶ Showcase information about courthouse personnel, including judges, bailiffs, security officers, and any other relevant staff.
- ▶ Inform visitors about security and safety protocols, including checkpoint procedures, weapon policies, and rules of decorum.
- ▶ Navigation and wayfinding: Courthouse maps can help visitors make their appointments on time, reduce congestion, and control traffic flows.
- ▶ Emergency alerts and disaster preparedness information can be made available in real-time.
- ▶ Calming imagery or scenery can help reduce anxiety and create a calm, peaceful environment for visitors.

Though the benefits of courtroom digital signage are diverse, many decision-makers struggle with the initial investment and ongoing costs of the technology. Because of this, proving the ROI of courtroom digital signage is an important aspect of its implementation.



The Real ROI

Of course, courthouses must justify the expense of new technologies as much as any other organization, but the real ROI of courtroom digital signage can't be measured by profit margins or any numerical value.

The value of the digital signage solution must be measured qualitatively and account for every aspect of the courthouse's operation.

Broadly, the qualitative benefits of courthouse digital signage can be understood with the following questions:

- Will the digital solution enhance the visitor experience?
- Will it improve operational efficiency?
- Will it streamline communication?
- Will it boost staff morale?

While less tangible than other marketing metrics, these considerations play a large role in the performance, mood, and overall success of the courthouse environment.

Each digital signage benefit has a direct impact on the resources needed to guarantee efficient courthouse proceedings.





Improved Visitor Experience

First and foremost, digital signage should improve the experience of each visitor who walks through the courthouse doors. Consider how a digital docket display can ease a confused visitor's mind when entering the building.

These displays give visitors a rundown of where they need to be, what time their appointments start, and all other case identification information.

This can do wonders for reducing anxiety and agitation. Guests can double-check their case information with a mere glance at the screen. When visitors are comfortable, legal proceedings will run more smoothly as a matter of course.

Navigation and Wayfinding

Courtroom digital signage is most effective way to enhance internal navigation and wayfinding. Most people don't visit the courthouse often and get confused by the layout of the building.

Many visitors end up running late because they weren't sure of where to go, particularly in larger courthouses with labyrinthine hallways.

Digital signage can be a great way to showcase maps of the building for each guest to reference as they arrive.

This simple strategy can significantly reduce visitor anxiety and supports operational efficiency by helping all relevant parties make it to their appointments on time.



Emergency Preparedness

Digital signage is ideal for communicating real-time emergency information in the event of a catastrophe:



Inclement weather, including
tornados or floods



Fires



Gas leaks



Amber Alerts



Active shooters

Should any of these occur, courtroom digital signage can double as an emergency messaging solution. Courthouses should create emergency alert templates in advance and store them in the system.

When they're needed, these templates can easily be activated to override the current content and provide visitors with valuable safety information.

From the locations of fire escapes and tornado shelters to contact information for law enforcement, digital signage is a flexible and powerful emergency messaging solution.

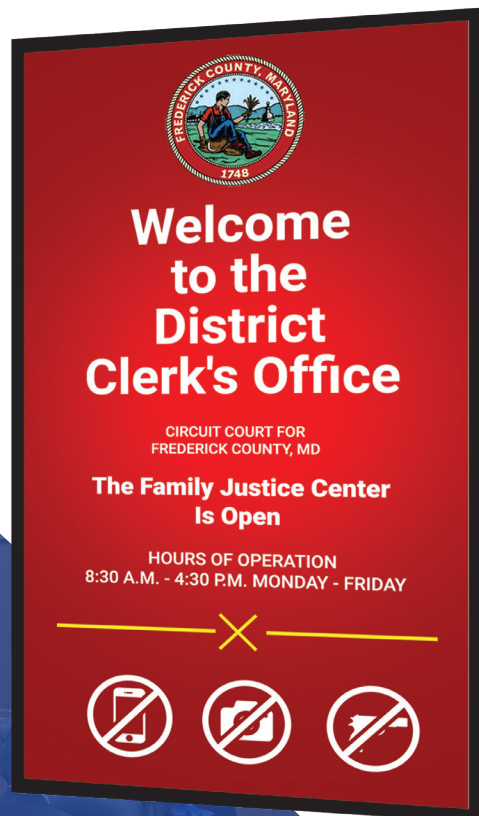


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Improved Operational Efficiency

Courtroom digital signage excels at providing visitors with information, and the benefits extend to back-end operational efficiency. In a courtroom setting, having digital screens as informational hubs can reduce the burden on staff to keep visitors informed:

- Fewer people will need to speak with clerks to receive directions or scheduling information, freeing up their time for more productive tasks.
- Security staff can move people through checkpoints more quickly and reduce the time needed to explain security procedures while others are waiting in a queue.
- Improved navigation and communication of schedule delays in real-time mean that visitors are more efficiently routed to their courtroom destinations. This results in fewer delays and fewer missed appointments.



Top Content

Of course, the above benefits only speak to the potential that digital signage can provide for a courthouse. Here, let's review some of the best digital signage applications and dockets that users can implement to bring these benefits to life.

Court Dockets

Scheduling dockets are essential for courthouses seeking the benefits of digital signage. Court dockets can be customized in numerous ways to display case information, current schedules, locations of rooms, and the judges presiding over each case.

Each docket should be personalized for the court in question and should include any and all information that will support the visitor experience.

Including court dockets will help reduce visitor confusion and will reduce the administrative burden on the clerks who handle visitor questions.

Plus, court docket templates can be easily integrated with other digital signage apps, such as news and weather, to create a unique signage experience that addresses the audience's exact needs.



NEWPORT COUNTY Civil Court DOCKET			
NAME	ROOM	TIME	CASE No.
AARON, BRETT	135	11:00 AM	650078
ARNETT, LUCILLE	165	12:00 PM	650134
BELL, THERESA	100	1:00 PM	650415
BLACKSHEAR, JOSEPH	200	3:00 PM	649998
BRIGHTON, JOHN	115	1:00 PM	649872
CARLISLE, AMY	100	11:00 AM	649894
DAVIS, JULIA	165	3:00 PM	650122
DASILVA, SEBASTIAN	135	1:00 PM	650145
EGGLESTON, JORDAN	100	3:00 PM	650398

Smithfield County Civil Court DOCKET			
NAME	ROOM	TIME	CASE No.
HOOPER, JOSHUA	135	11:00 AM	650078
HOPKINS, ELISA	165	12:00 PM	650134
INGRAM, NICHOLAS	100	1:00 PM	650415
JANSEN, VICTOR	200	3:00 PM	649998
JONES, DEVANTE	115	1:00 PM	649872
	100	11:00 AM	649894
	165	3:00 PM	650122
	135	1:00 PM	650145
	100	3:00 PM	650398
	200	11:00 AM	649804
	215	12:00 PM	649818
	215	3:00 PM	649912
	115	11:00 AM	649857
NDER	135	3:00 PM	649823
LLE	200	1:00 PM	649978

CELL PHONE USE IS PROHIBITED IN THE COURTHOUSE

9:56 AM Jan. 2, 2019 27°F





Local Information

Local information apps can be just as helpful as court dockets in supporting the visitor experience. Applications that display local weather or links to news channels and websites for local updates can be highly engaging for local visitors with nothing to do but wait.

Consider applications that link to real-time traffic updates in the area or that display calendars for upcoming events in town.

While these apps may lack long-term engagement for captive audiences, they can be effective at raising awareness of local events and supporting the visitor experience by providing updates that may affect their schedules.

Wayfinding

Navigation is a key benefit of courthouse digital signage. As noted above, the efficiency of courtroom proceedings relies on visitors being punctual and making it to the right rooms on time.

To support these goals, digital signage applications can include maps or images of the courthouse layout to aid in visitor navigation.



Queue Management

Courthouses aren't just about legal proceedings—they're often where people go to renew their driver's licenses, update their voter registration forms, or apply for permits. This means that people will be waiting in line for long periods of time.

Courtroom digital signage applications for queue management in the courthouse can be great ways to display queue information, provide waiting time estimates, and track who's next in line.

This type of outreach can be helpful for visitors who may need to adjust their schedules based on how long they'll have to wait for service.

Information Cards

Digital signage means flexibility. Information cards that provide information on policies and procedures are helpful for visitors, but courthouses aren't restricted to dull and uninteresting slides.

Users can create personalized digital templates for each piece of information that can be set to rotate and update automatically. These can be as formal or as informal as needed to reflect the personality and identity of the courthouse in question.

Consider the impact that lighthearted informational slides can have on the visitor experience.

When viewers see courthouse-approved informational content that is warm, inviting, or funny, they view their experience less as faceless bureaucracy and more as a personal interaction between themselves and the courthouse staff.



Emergency Alerts

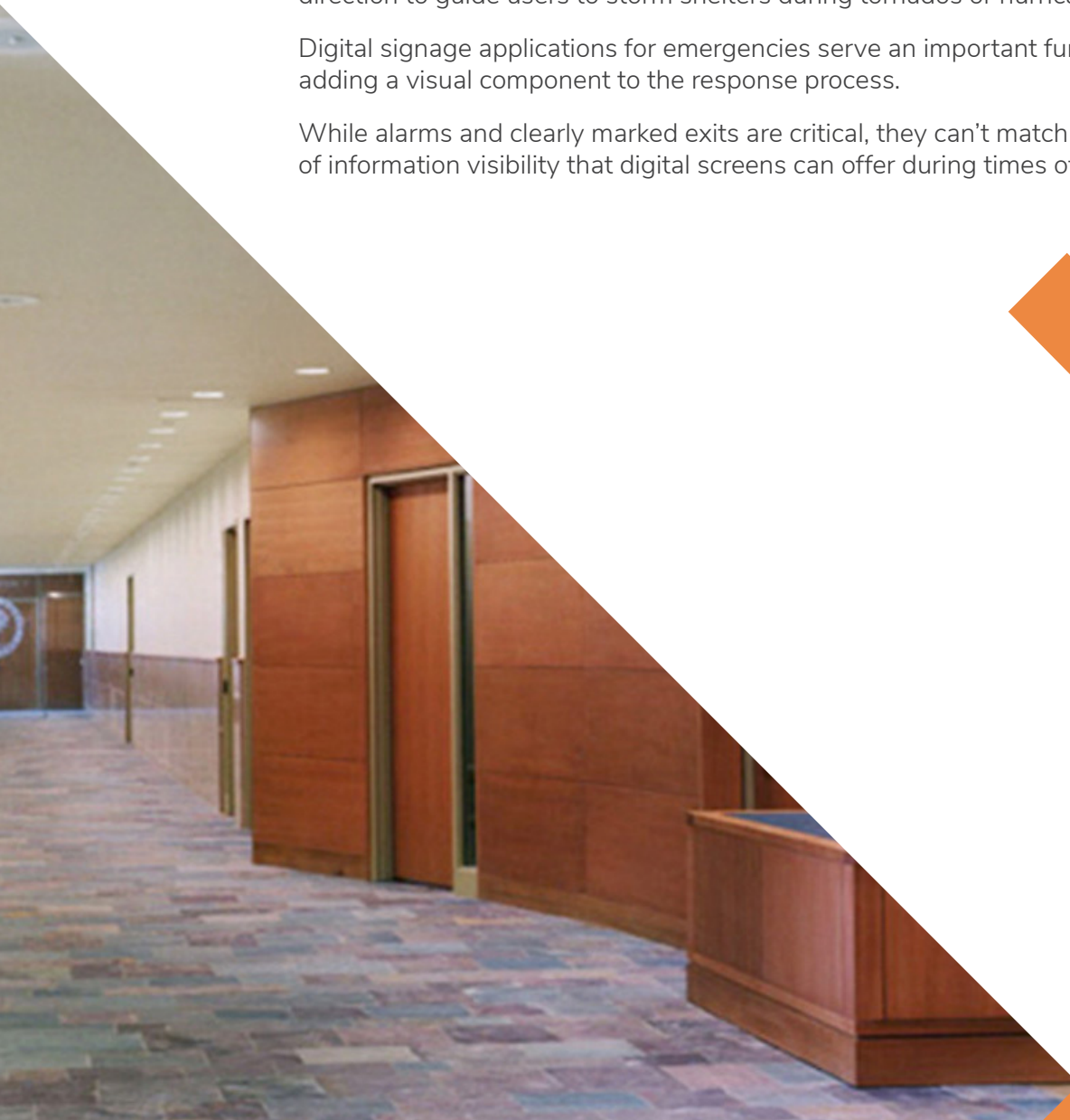
Emergency alert applications can be coordinated across any digital device to provide real-time safety and security information to visitors in the courthouse.

Users can generate custom alerts for specific events and can even incorporate specific content for certain occurrences.

For example, a digital signage app can be customized to show maps of the building's emergency exits in the event of a fire or can provide visual direction to guide users to storm shelters during tornados or hurricanes.

Digital signage applications for emergencies serve an important function by adding a visual component to the response process.

While alarms and clearly marked exits are critical, they can't match the level of information visibility that digital screens can offer during times of crisis.





Social Media

Social media is a ripe source of content for courthouse digital signage. Many sites like Facebook or Twitter are built to integrate with other digital platforms and can be leveraged in numerous ways to provide fresh content.

Consider using custom social media apps to add some personality to courthouse signage.

Viewers tend to be highly engaged by unfiltered content posted via social channels, and the inclusion of these apps in your signage will guarantee that their eyes stay on the screen.

Social media integration can also be an effective way to generate interest in the courthouse's social outreach efforts on the websites proper.

“ By showing visitors what type of content is being posted online, they're encouraged to visit it themselves and voice their own opinions for others to see. **”**



Conclusion

The advent of digital technology and wireless connectivity has given rise to the “smart” movement—smart devices, smart homes, and yes, smart courtrooms.

Digital signage is the first stepping stone for a traditional courthouse’s integration into the digital age.

Through the use of strategically-located digital signage displays and customized courthouse applications that enhance the visitor experience, courthouses gain several advantages for productivity and communication:



Above all, courtroom digital signage supports a better visitor experience.

When visitors have access to all the information they need to have a successful visit to the courthouse, their mood is elevated, and their tensions are eased.

They appreciate feeling cared for. More than anything else, these visitor-oriented considerations drive their impressions of their courthouse experience—and drive the value of digital signage solutions overall.





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Content Rich Digital Signage



23475 Rock Haven Way #125
Sterling, VA 20166
mvixdigitalsignage.com
(703) 382-1739

