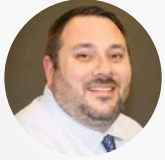


# Arreya is the Go-To Digital Signage Solution for Loudoun County Public Schools

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## Customer Overview



**Kevin Brooks, Supervisor  
Communications Engineering**

## District Information

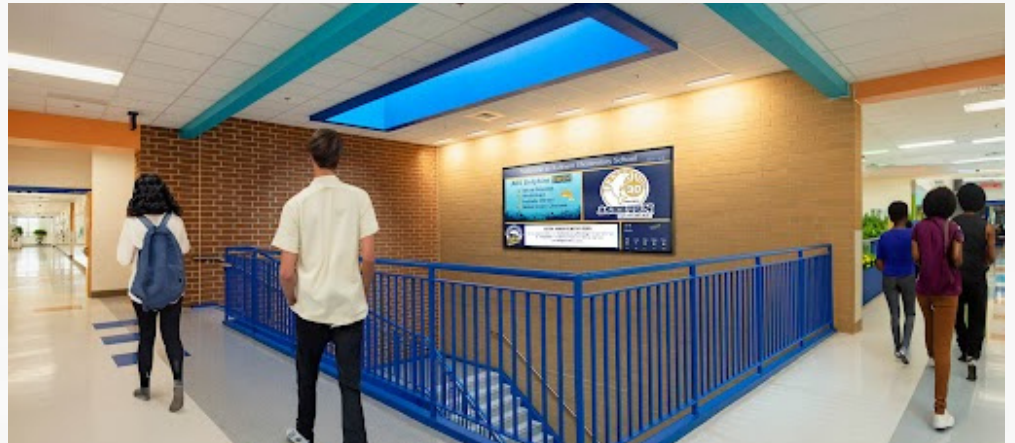
- Located in Ashburn, VA
- 100+ Schools and Buildings
- 83,000+ Students
- 13,000+ Staff
- 515 SQ Mile County

## Advantages of the Arreya SaaS Enterprise Digital Signage Suite

- Low Learning Curve: Anyone Can Learn Quickly
- Easy to Adopt and Utilize
- Intuitive Software Design
- One Solution Does It All
- Awesome Customer Support
- Minimal Lift for IT

## What Arreya Solves

- Communicating to All Audiences: Students, Staff, Parents and Public
- Live Meeting Feeds for Public Board Meetings
- Editing, Updating and Maintaining Messages
- Less Costly Than Printing Fliers or Notices
- Works Well, Reliable
- Cloud-Based: No Impact to District Servers or Storage
- Fast to Get Going: Just Need a Wifi Connection, Device, and Screens



Illustrated photo of school digital signage, not actual Loudoun County Public Schools photo. Moseley Architects Image.

## Arreya is Put to the Test During the Pandemic

During COVID, like so many other schools and businesses, Loudoun County Public School Division was exploring ways to keep students engaged and the parent community informed. With the initial goal to give schools the ability to display content for students and parents, the scope quickly evolved. Kevin shared how Arreya digital signage software proved its value for their division.

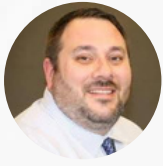


***“It’s so easy to use and update content, we decided to start using it to support our community board meetings. We couldn’t do in-person meetings during COVID. So we purchased two large screens and posted them outside our board’s meeting room. With Arreya, we were able to also live stream meetings and reached over 100,000 members of our community. Once our administration staff started to see how easy Arreya was to use, our entire division was sold.”***

## One Solution Does Everything

What makes Arreya’s digital signage software such a great fit for a large district is its ability to scale, the drag-and-drop interface, and it comes with everything schools need to create content. The Arreya Creative Studio makes it easy for Loudoun County Public Schools to upload graphics and videos, publish presentations, and manage updates. Everything is done from one solution and with an unlimited number of users—each school can have administrators and staff updating content. Kevin shared,

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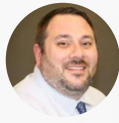
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*“For schools with multiple screens, we have them in the front office, gym, library and key entry ways. The school secretary, nurses, lunch staff, athletic departments, and clubs all use the software to update screens—and they have nothing but positive things to say about how easy it is to manage.”*



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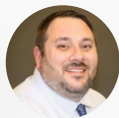
### Loudoun Experienced Almost Zero Impact to Their IT Team

Supporting such a large school district can be a challenge for an IT team. When looking for a digital signage solution, Kevin’s team had a large list of criteria. They also had to find a solution that wouldn’t overwhelm staff. He said,



*“Ease of the platform was such a key part for us. Our staff had to be able to adopt it quickly. After seeing Arreya, it was a no-brainer decision. The solution is cloud-based, so it was super easy to launch.”*

Reliability, onboarding, and implementation were also key factors, but he shared how easy Arreya has been on their team and resources.



*“There is zero learning curve with Arreya. We haven’t had to do much training or support. Arreya has great training videos, so we created an internal landing page, with links, for our schools. Within a few hours, everyone was good to go. We rarely troubleshoot support issues here, because the training and support at Arreya are so good. Our schools just enjoy using the software, but the greatest advantage for my team has been minimal support needs. Other solutions we considered just required such a heavier lift. Arreya is just so intuitive.”*