



Simon Fraser University Students Become Digital Signage Businessmen Horizon Display Bridges the Gap

The Dream

Three years ago an undergraduate student project was undertaken by Gordon Manson and Matt Jeffery. The concept was simple; provide a mapping solution for Simon Fraser University, a need that had been long standing. Both of them knew that this project would deliver the potential to take what they learned beyond the classroom, and create a high growth business.

For the presentation Gordon and Matt relied on a SMART board, and the solution was well received, but they both knew before they could bring this to the attention of the university itself, a more robust display option was necessary.

The Practice

When Gordon and Matt delivered their pitch to the university, they did so with the recommendation that the school use an LCD touch screen built into a stand alone kiosk. The promise of an interactive smart map combined with the students' impressive software development equaled a no brain "go" decision from the University's decision makers.

Gordon and Matt achieved what they sought after, but now they needed the hardware to deliver. After much research and several references, Horizon Display seemed to be a good choice; little did they know how *perfect* a choice Horizon would be.

"For customer service, they get it. When we needed touch screens, few manufacturers would give us the time of day, or would take weeks before getting back to us. With Horizon, we didn't know what we were getting into. They were extremely patient with us, explaining their technology and excellent track record. If we had any issues or questions, they would often give us same-day service with a personal phone call." – Gordon Manson, President MAPT Media

The Result

With the help of Horizon Display the installation was a success and the effects of a complicated campus layout were immediately mitigated. The positive student interactions were impossible to deny and Simon Fraser University is extremely pleased with the experience the touch screen map delivers.

The project was such a success that Gordon and Matt's smart map solutions company, MAPT Media, has since seen great customer interest and strong business growth. They plan on continuing their relationship with Horizon, and together are targeting some progressive solutions for high profile clients.

Learn more at www.maptmedia.com

"I plan to continue our business relationship with Horizon, they have a great product with superb support." added Mr. Manson.



*Touch Screen LCDs were integrated by Horizon Display using optical technology and NEC M46 commercial grade monitors.