

Narrowcasting interview with Erwin van de Schoot

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17-5-2022

Inhoudsopgave

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Context

To gather technical research on narrowcasting, I asked some questions to Erwin van de Schoot, who responsible for overseeing Simac's Broadcast-Narrowvision context.

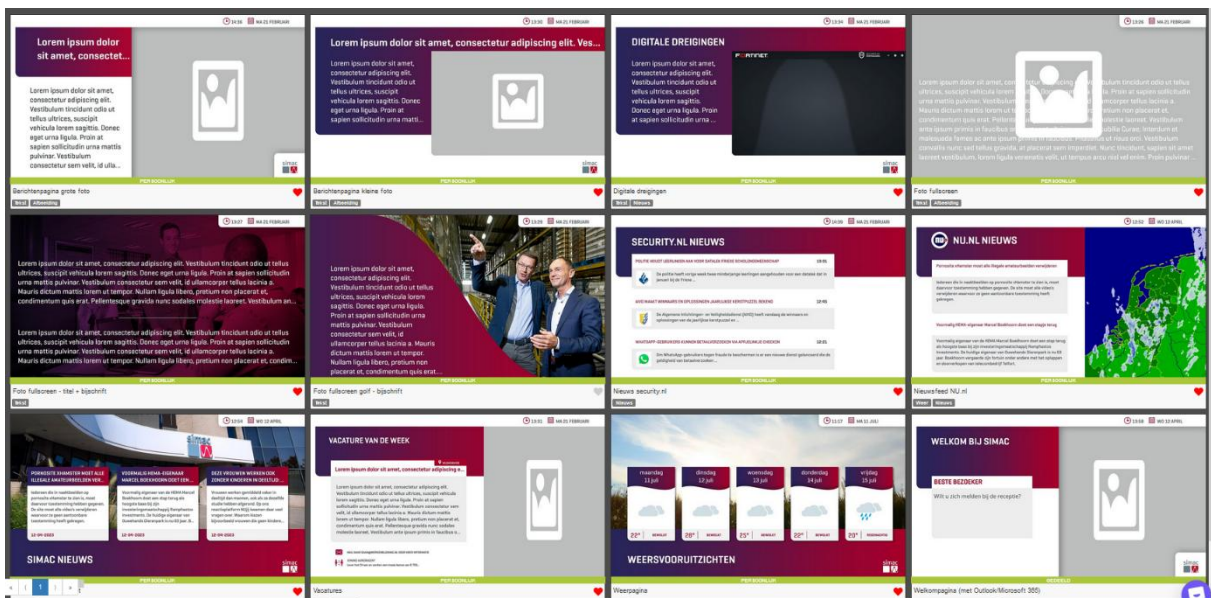
Due to scheduling conflicts with school and the May holidays. it was not possible to organize an in-person interview. As a result, I conducted the interview via email.

The interview focuses specifically on the utilization of broad- and narrowcasting within Simac, as I already have collected information about the general technical information of narrowcasting. Therefore, the interview consists of only four questions.

Interview

Which screens can currently be seen on Simac's digital boards?

In the image below, you can see an overview of all the templates we have available.



Are there any screens that promote recognition among employees? If so, which ones are they?

Yes. We regularly post colleagues on the screens who have an anniversary (12.5, 25 or years of service) to celebrate.

Why did Simac install digital boards in the office in the first place?

With the screens, we have an additional means of communication through which we can reach colleagues. As a rule, all screens hang near a coffee corner. Almost everyone comes there once or more a day, so those are good places to display messages.

Which digital signage service does Simac currently use and why?

We use LeftClick's system. This tool makes it easy to control all the screens.

Conclusion

Simac uses different templates for their broad- and narrowcasting system within their office. These templates cover various topics such as general information, news, weather, and more. The system provides additional communication for employees, which are placed near areas that are frequented a lot like coffee corners.

When it comes to recognizing their employees, Simac regularly showcases employees who have been working with the company for a certain number of years, like 12.5 or 25 years.