

PAM

## Case Study

University of Technology Sydney  
Smart Campus

Coordinating 8,000 signs across 19 buildings and 110 floors is no easy feat – but thanks to PAM, UTS now operates a smart campus and manages all its signage safely in the cloud.

University of Technology Sydney (UTS) is Australia's leading young university and ranked 15<sup>th</sup> in Times Higher Education's 2017 global ranking of universities under 50 years old. The university is quick to embrace new technology and support innovation, and is now utilising data collated by Pam to enhance the campus experience using a mix of physical signs, digital directories, microsites and apps.

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## Challenge

In 2011, UTS began implementing a bold City Campus Master Plan – a vision to deliver a vibrant and engaging education precinct that will fundamentally change the way the university delivers teaching, learning and research.



The City Campus Master Plan has now delivered 14 projects in 8 locations including 4 new landmark buildings designed by acclaimed architects such as Gehry Partners, Bligh Voller Neild and Hassell.

In the midst of this \$1+ billion renovation, UTS realised it needed a coordinated signage system to bring its master plan vision to life.

In 2015 UTS began collaborating with PAM, using the platform to audit existing signs in weeks, instead of months. It also used PAM to juggle feedback between project and faculty managers, signage manufacturers and designers while designing and implementing 8,000 signs.



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# Digital ecosystem

Many facility managers use spreadsheets to keep track of signage. But universities are live, constantly evolving environments – keeping these spreadsheets up-to-date is almost impossible.

UTS realised this system was not the future, and worked closely with PAM to create a digital ecosystem of physical and digital signs – the first Australian university to do so.

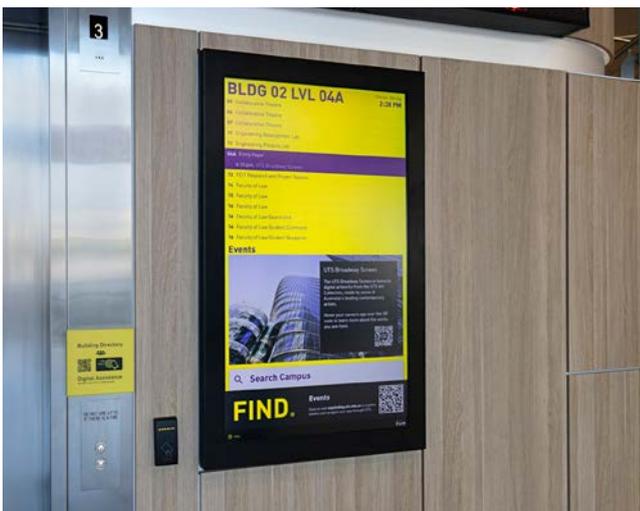
‘Previously, we had a lot of problems with redundant signage – I’m sure any large facility faces similar challenges. A single name change can impact multiple signs across campus, which makes signage a big beast to manage’ says Bryce Hutchinson, Senior Building Information Manager and Project Manager at UTS.

‘We welcome thousands of new students every year and enrollments are growing, so taking the stress out of wayfinding is really important’

**Bryce Hutchinson**  
Senior Building Information Manager and Project Manager at UTS.

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# Smart campus



The project’s feature element is a series of 4.5m bright yellow totems, which are dotted across the campus and designed by Frost\*Design.

PAM worked with UTS to embed connective technologies inside each totem, using NFC’s and QR codes to deliver a cost-effective solution and provide personal wayfinding via students’ own mobile phones.

The university has also installed digital kiosks near lift lobbies. “The changes we make online appear on screen downstairs seconds later,” says Bryce.



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# Other benefits

**Live mapping makes it easy to identify legacy signs that need to be updated.**

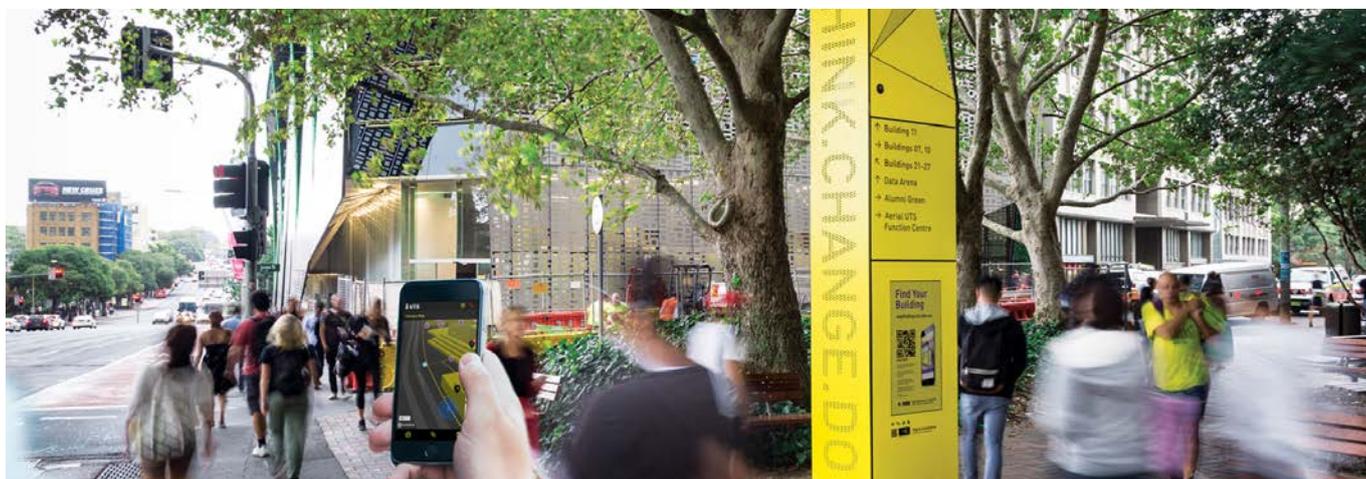
New signs can be ordered with a couple of keystrokes, and installers upload photos to show signs have been installed correctly, facilitating the approvals process.

PAM is also helping UTS to track its signage costs.

'PAM reduces the costs of refurbishment by helping us to track movements around campus, and I think Pam will deliver a huge saving down

track when we embark on our next signage rebrand,' says Bryce.

Stephen Minning, CEO of Pam Wayfinding, adds: 'We're proud to say PAM also provides UTS with a host of environmental benefits. Using an online planning and approvals system drastically reduces the paperwork associated with multiple issues of large signage schedules. By allowing stakeholders to collaborate remotely, it limits the number of meetings and travel required.'



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# Results

■ With over 1,000 users and over 12,000 page views in the first six weeks of semester in 2017, according to Google Analytics, the popularity of the UTS microsite shows that students are quick to embrace digital wayfinding solutions.

■ UTS and PAM continue to collaborate as the campus grows and evolves. The university has launched its first PAM Smart Wayfinding app, 'MyUTS', to guide students around campus from their smart phones.

■ As the campus expands, PAM is there to help guide visitors safely around campus via MyUTS and a new generation of wayfinding kiosks throughout the campus.



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# Event Case Study - 'O-Day'

Orientation Day at UTS hosts 7,000 to 10,000 students.

The urban campus in metropolitan Sydney is made up of dozens of buildings, spread over a large part of downtown Sydney's southern zone. It's a very complex network of unique buildings and grounds.

The challenge for the university is making sure students find their class rooms, events and social activities efficiently and in a timely manner. Students are generally new to the city and the campus. The critical first day and subsequent weeks influence their ability to adapt to university life and their relationship with the campus.

'We're connecting students through the palm of their hand... We're on the forefront of helping students. It sets them up for success from the very first day.'

**Meagan Soloman**  
Events Officer, Engagement, UTS

Click here to see the UTS O-Day video on  **YouTube**

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## Outcomes



UTS engaged PAM to implement smart wayfinding for the event. Students accessed PAM 360 Explorer smart wayfinding maps through their mobile devices, mainly picked up from QR codes distributed throughout the campus. Additionally, PAM 360 Connect digital directories throughout the campus listed events, provided general advisory information and helped students achieve their goals of the day.

As a result, 2,780 students used 360 Explorer on the to find their way around, through 15,500 page views.

Less staff and volunteers were needed to guide students. Printing cost were considerably reduced.



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# About PAM

PAM provides smart navigation for iconic precincts. Our clients transform big difficult spaces into pleasurable and profitable places, personalising precincts and turning visitors into fans.

Drive customer engagement by connecting customers with new opportunities in your environment. Use a hybrid of physical and digital touch points to create awareness of destinations, amenities and events. Share live updates so your customers know what's available at any time. Fans can immediately book experiences and follow the exact pathway to get there, right from their smartphone.

Register online for a live demo

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