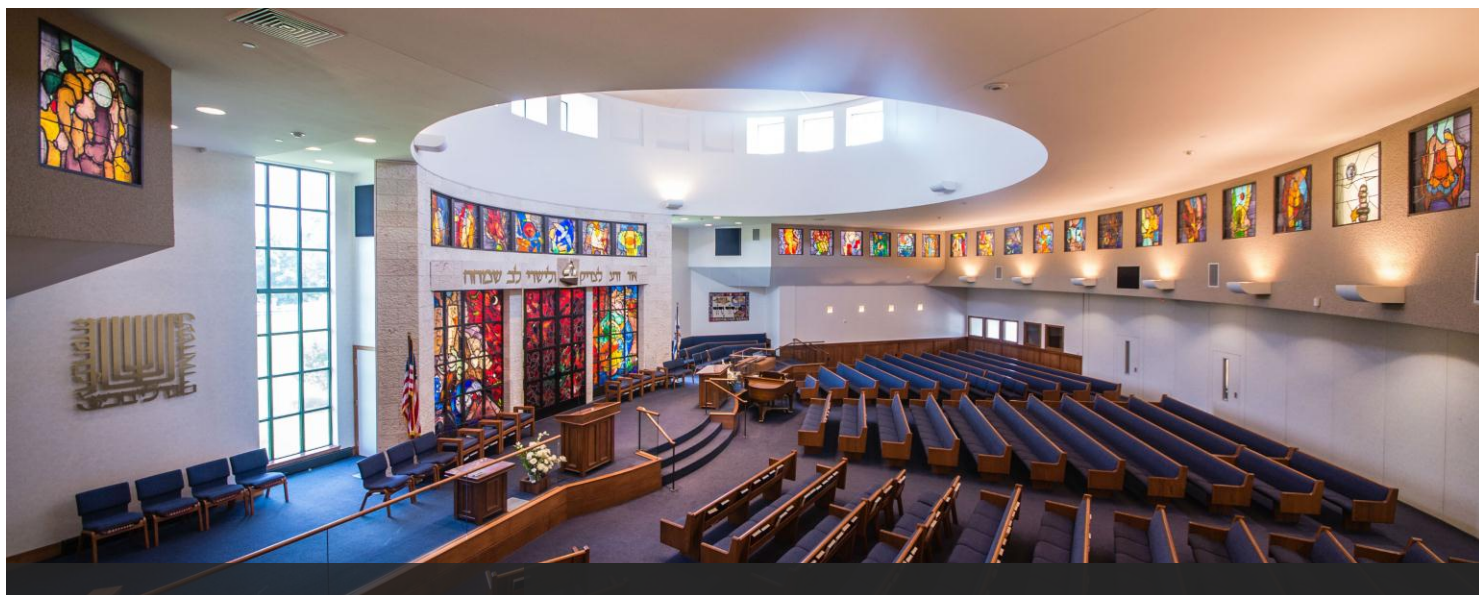




Congregation Beth Or Customer Case Study

Industry: Community & Religious
Application: Announcements





Change of display

A chance meeting with Beth Or Synagogue's Executive Director leads to a complete overhaul of existing digital display messaging by NoviSign and its US Partner.

Beth Or has a 60 year history as a vibrant synagogue that now has member communications suitable for the 21st century.

During a visit by the CEO of NoviSign Gil Matzliah to Pennsylvania, to meet with the staff of NoviSign's US Partner, MediMarketing, they chanced upon the Executive Director of Congregation Beth Or, Amy S. Abrams. The Executive Director voiced her concerns that the small kiosk with a PC Display showing PowerPoint type slides informing members of forthcoming activities was not only inconvenient to use, but very dated in its abilities and not conducive to catching a member's eye

After reviewing the Main Lobby area, an upgrade to a 50 inch digital display running the NoviSign digital signage platform was suggested. The larger display would

obviously be much more noticeable and ensure that members would be informed of services, meetings, classes and all the other available activities. The NoviSign cloud-hosted digital signage platform meant that any authorized user could log in online, use the drag-and-drop editor to design the display content, add and schedule content to run on a playlist by day and time of the day, without having to touch the display at all. The Synagogue was so impressed that they added a second screen in the lobby of the School wing.

As soon as the two new displays were installed and up and running, the staff noticed the difference.....

**BROTHERHOOD/SISTERHOOD
PANCAKE BREAKFAST**



September 14 at 8:30 am

Join us for our
**WELCOME BACK
PANCAKE BREAKFAST**
on the first day of Sunday school.

**WE WILL BE COOKING AND SERVING UP
PANCAKES UNTIL 12 NOON. JOIN US!**

NoviSign’s intuitive editor allows Beth Or Synagogue’s staff to create, customize and schedule all the different messaging they need for their members, then launch and forget about it.

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“The system has allowed us to be “greener”, removed a messy sea of signs, posters and directional aids from our lobby, improved awareness of events, increased events that can be advertised/promoted and allowed them to be shown when those who are interested are in the building”

**Save the Date:
Shabbat in Our Park, August 1 at 5:30 pm**

Join us for a picnic dinner outside on the back patio.

Our clergy gets behind the grill to cook up dinner for you!

Dinner will be followed by an outdoor Shabbat service at 7 pm.

RSVP to Elisa at ehesman@bethor.org



This event is rain or shine. In the event of rain, we will move indoors.

After installing the 50 inch display in the Main Lobby and a 42” Display in the School Lobby, Beth Or called to ask for the main lobby screen to be removed. Responding to the question of Why, the Synagogue responded, **“To replace it with a 70 inch monitor!”** Such was the value of targeted and noticeable information.

**OPEN TO THE
COMMUNITY!**

**TICKETS REQUIRED.
CONTACT THE OFFICE
FOR DETAILS**

**A High Holiday Experience:
Celebrating the Holiday through
Creative Worship & Song**

Join us for an alternative high holiday service led by Rabbi David Gerber, Rabbi Laura Abrasley, and Cantor Jamie Murley

Erev Rosh Hashanah
Sept. 24 at 6 pm

Yom Kippur
Oct. 4 at 12:30 pm



“The NoviSign platform offers its customers very quick installation and setup, with minimum training and support required after deployment”. The highly affordable price point and the rapid drop in the price of displays means that many more organizations can afford to get the digital messaging toolset they need to enhance their overall operations.”

Sign up for a free trial

Go to our [Signup page](#) to start your free trial of the NoviSign digital signage platform today. Subscriptions start at \$20 per player per month.

With NoviSign offering a complete cloud based solution set, from one to hundreds of screens can be managed from one desktop. Following the WYSIWYG methodology, NoviSign offers the most intuitive and easiest platform that will enable even the novice of users to be successful in their digital display deployment.