



No.: GBU/DSB/e-file/265/2025/0245/IT/163

Date:08/05/2025

Office Order

Subject: Implementation of Standard Operating Procedures (SoPs) regarding Usage of TVs and Displays as Digital Signage Board

Ref.: 1. Earlier Office Order No. GBU/ITS/e-file/265/2024/0317/Admin/1353 dated 10/03/2025
2. E-sarkar approval dated 24/04/2025

Gujarat Biotechnology University has 4 LG TVs of 43" and 3 Professional Displays of 43" which are placed at 1) Reception Area, 2) Library, 3) Auditorium, 4) IT Server Rooms 5) Above Biometric Machine and 5) Canteen Area.

2.0 Above TVs and Displays were procured with an aim to display about GBU in form of Logo, Video, Insightful content, Banner of any event/program, Welcome message for members of various committees etc. and therefore all displays are connected to GBU's Network, and one can manage content to be displayed through software/ applications provided by OEMs of respective displays.

3.0 Standard Operating Procedures (SoPs) for effective and smooth utilization of above-mentioned displays as Digital Signage Board was under consideration. After careful consideration, the same has been approved by the competent authority and attached herewith as Annx 1, wherein steps for end-to-end usage of Digital Signage Boards are mentioned.

4.0 All are requested to strictly follow the instructional described in the said office order and SoPs with immediate effects.

**Sd/-
Registrar**

Encl.: %as above

To,

- All Staff Members (University Officials)
- All Staff Members (Outsourced Staff)
- Select file

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Standard Operating Procedures to use LG TVs and Professional Displays as Digital Signage Boards (DSBs)

Step #	Action	Responsible / to be done by
1	<p>Creation of content to be displayed and approval from respective HoD for such content to be displayed along with time limit in DD/MM/YYYY HH:MM to DD/MM/YYYY HH:MM format</p> <p>P.S.: PPT Size for LG TV is 3,840 x 2,160 in px (Landscape) PPT Size for LG TV is 101.6 x 57.15 in cm (Landscape)</p> <p>PPT Size for Professional Display is 2160 x 3840 in px (Portrait) PPT Size for Professional Display is 57.15 x 101.6 in cm (Portrait)</p> <p>After creating ppt, one has to save the same as MP4 Video so that the same can be run smoothly on above Digital Signage Boards.</p>	GBU Official who wants to display
2	Share above MP4 Video and PPT with IT Support Team through a Google Form: https://io.gbu.edu.in/pdm with time limit in DD/MM/YYYY HH:MM to DD/MM/YYYY HH:MM format	GBU Official who wants to display
3	IT Team will upload the received content for specific timeline	IT Support Team
4	In case of change in content, concerned GBU Official will re-share the content on above Google Form well before starting of the timeline	GBU Official who wants to display
5	After the completion of timeline for display the content. Content will automatically be discontinued from the Digital Signage Boards	

