



## CASE STUDY

### Mining

Exploring Mining's Digital Signage Prospects



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# Mining Digital Signage

## Exploring Mining's Digital Signage Prospects

### Discovering Digital Signage for the Mining Industry

In a post Covid-19 world there are many reasons to reconsider the value of mine site digital signage. With the work environment changing rapidly, safety considerations are being updated almost daily. Improving connectivity through autonomous solutions is a persuasive argument to consider a digital signage platform in today's workplace.

In this Case Study we explore three key factors that are set to change the mining industry's approach to signage in the future.

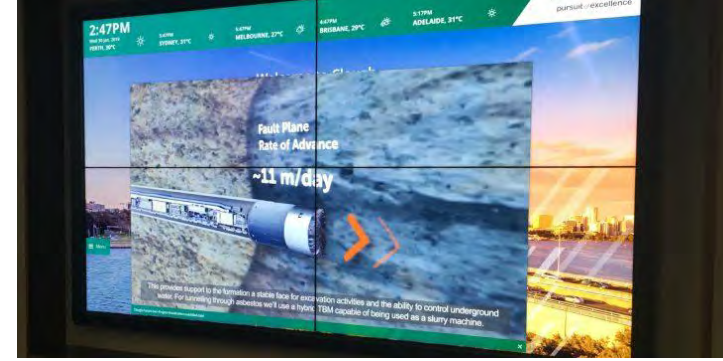
**Compliance:** The post Covid-19 compliance landscape has changed for ever. Going forward, it is inevitable that compliance requirements will call for even more regular, current and critical information to be communicated in real time – especially in high risk environments such as mine sites.

**Real Time Information:** The practicality of how messages are communicated to the wider mine site population and Head Office is at the forefront of Operations Management teams. At all stages of the exploration lifecycle the durability of the messaging platform is more important now than ever.

**Engagement & Wellbeing:** Trying to engage workers in an ever cluttered world gets harder and harder, as does

finding ways to provide health and wellbeing for FIFO workers. A recent study by the Queensland University of Technology\* established that modern communications were especially important to the psychological health of FIFO workers, with roster lengths and distance from home all contributing factors to relationship stress. In tandem with this, technology can enhance a worker's life in camp - making things quicker, easier and more convenient – with positive impacts on wellbeing.

So how can mining companies meet the needs of tomorrow? Enter digital signage from stage right!



## Business Reinvention: Going Digital on the Mine

Whether at the early explorative stage, the production, processing or smelting phase, or running the logistics of the entire lifecycle, signage is a necessity. Embedding scalable digital into a business has the power to transform. Yap!digital offers the best solutions on the market for sale or hire. Refer to our hire Case Study.

Any mining company looking to reinvent their business model should be considering the three key convincing arguments that support the use of digital signage outlined in the introduction. Reinvention into a digital world offers a means to future-proof mission critical applications and is a valid, beneficial replacement option to conventional static signs.

If your signage falls on deaf ears, here are three ways to reinvent your signage:-

**1. Safety & Health;** signage is integral to mine site safety egg.

- a.** as a legal requirement when it comes to promoting safety and directions;
- b.** as a platform to show Safety Targets', LTID stats;
- c.** show workers how to use equipment / training videos;
- d.** displays health and safety messages, promote 'mates in construction';
- e.** runs videos of safe operating procedures and reminders;
- f.** real time statistics will improve the focus on Health & Safety record;
- g.** reminds workers of accident free statistics;

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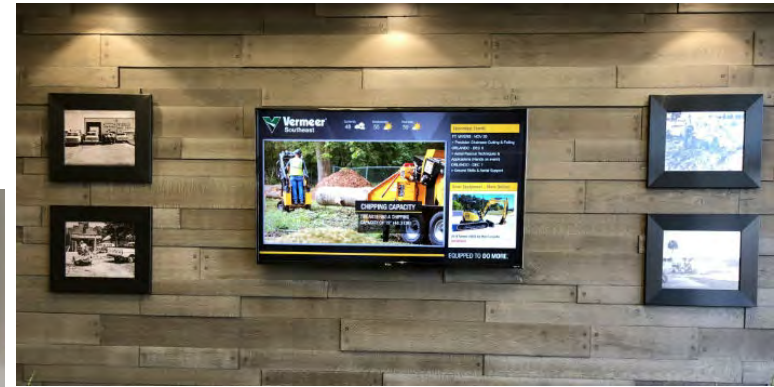
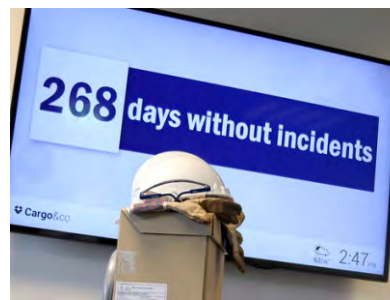
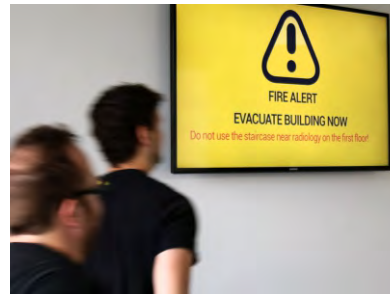


**2. Compliance;** digital signage will ensure compliance in a few ways, egg:

- a.** having OSH approved templates uploaded for consistent messaging across all mine sites;
- b.** it is easy to update as rules and regulations change;
- c.** it can be managed centrally to ensure consistent communication within all company departments;
- d.** it provides a full audit trail of all communications.

**3. Communication;** a digital signage technology platform assists with leveraging:-

- a.** real time information that is scalable across multiple assets;
- b.** messaging displayed in a dynamic and visually engaging way;
- c.** morale - workers realise you're serious about their safety and wellbeing;
- d.** key KPI's and safety analytics egg metal recovery, waste, recycling;
- e.** CEO or management video messaging;
- f.** a critical focus on high risk issues at all stages of the mine lifecycle;
- g.** engagement at exhibitions and events.



## What Types of Digital Signage are best suited to Mine Sites?

Looking at this requires an understanding of where workers are likely to interact with communication – either as part of their work day or in a social encounter. The list below is just a taster of how and where digital signage could be deployed whether it be on roads, processing facilities, environmental management systems, employee housing and other facilities.

### Internal Options:

1. Administration areas
2. Meeting Rooms
3. General Access Areas
4. Training Rooms
5. Security check points
6. Camp Mess and Recreation areas
7. Accommodation such as mining dongas, units or modular motels;
8. Recreation rooms
9. Gymnasiums.

### External Options:

1. Large display screens in key areas showing information such as Safety Stats, Output values, Temperature, Shift information, shift Supervisor names & contacts;



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2. Interactive touchscreens on site that measure health data of workers e.g. Temperature, heart rate, hydration etc;
3. Training areas – displaying safety or equipment training, inductions, updates etc;
4. Flashing safety or high risk zone signage such as speed warning signs are highly visible - flashing VMS signage creates instant awareness of speed limits. This is a low maintenance and ultra-reliable solution for high-risk areas;
5. Underground digital display assets – displaying safety or motivational messaging.

Digital signage is also a great asset at head office or events and exhibitions. The power of the innovative technology will draw in interest and present the organisation as a future focused operation.

## Worker Engagement = Great Digital Content

Does your signage fall on deaf ears? Digital Safety Signage helps create a safe workplace communication program that really engages employees.

Working with key corporate and local on-site staff, our team can create content and templates that provide a basis for appealing messaging. Our design team will develop branded designs that can either be managed by our team or we will train your staff to update the data.

We will guide you on how to get the maximum value out of the digital signage communications programmes. This means that your key safety messages will be consistent across multiple departments and locations. Ultimately, the technology can help to improve Occupational Health and Safety by providing digital signage solutions that get noticed.

## The Final Wrap

There's no doubt that moving away from static signage opens up many new avenues for communication with mine site personnel.

Innovative digital signage can be leveraged to deliver 3 key benefits, summarised as:

- enhanced wellbeing and safety;
- improved productivity;
- reduced costs.

Ongoing conversations with your workers becomes dynamic. The great news for those working in the mine site is that the information displays are dynamic – offering 'real time' data. Contact us for pricing for digital signage kiosks and map tables that can be bought or are available for long-term hire.

The Yap!digital team are here to do the hard work. We will apply the thinking around your digital requirements and offer a one-stop, turnkey service. Our team can provide unbiased recommendations as we are not affiliated to any brands. The result – a solution designed around the best technology that fits your requirements the best.

OurYap!digital team will also bring you their experience of static signage solutions will ensure that your workers and users have an outstanding experience next time they visit your mine site.





We're ready to start talking!  
Speak up now about your next project or idea.

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