



# Bruce Power

Digital Out-Of-Home Technology Keeps Employees Connected in Canadian Nuclear Power Plant

## Customer Profile

As one of the largest nuclear power plants in the world, Bruce Power is a major energy supplier to the province of Ontario, Canada. This bustling power plant has two generating stations, each holding four reactor units, and billions of dollars are being spent to expand its nuclear generating capacity.

## Business Challenge

With approximately 10,000 employees and a campus of nearly 100 buildings, Bruce Power seems like a small town. For this reason, the company has invested heavily in an enterprise-wide, digital out-of-home network to keep the entire workforce apprised of news and information to enhance effectiveness, productivity and safety.

Bruce Power launched its Bruce Power TV initiative five years ago. The original corporate communications plan called for producing daily or weekly television newscasts from a closed-circuit studio. This proved infeasible due to considerable manpower requirements and a costly, complex distribution infrastructure.



## CASE STUDY SNAPSHOT

### Customer

- Bruce Power — Ontario, Canada

### Industry

- Corporate Communications — Nuclear Power Plant

### Business Challenge

- Deploy a facility-wide digital out-of-home network solution to efficiently communicate news and information to Bruce Power employees in a very impactful, visual way.

### Technology Solution

- Harris Digital Out-Of-Home solution, featuring InfoCaster™ technology

### Business Value

- DOOH system keeps thousands of employees connected across bustling facility, spanning almost 100 buildings
- Content can be input and distributed easily through user-friendly custom apps
- High-quality graphics, data and full-motion video across a large network of digital display screens communicate important information at-a-glance

*Bruce Power is pushing the envelope through custom applications...*



## Technology Solution

### Dynamic media displays

Digital signage conveys a wide range of media content in a very impactful, visual way. The system supports high-quality graphics, data and full-motion video across a large network of digital display screens that employees and visitors can consume in the few minutes they have while moving around the plant.

The InfoCaster hardware and software integrates the tools to create, manage, and distribute timely information — video, graphics, text, RSS feeds — over a fiber network featuring more than 40 media players and nearly 100 1280x768 widescreen, high-definition LCD displays. This means that thousands of workers and guests can glance at the screens to stay connected and informed from almost anywhere in the facility.

Some of the valuable information viewed over the network includes current weather conditions, five-day forecasts, local road closures, wind conditions and general site warnings. Relevant information to the Bruce Power operation is also conveyed, such as the amount of energy Bruce Power generates at any given time. General employee information is also distributed, including announcements on training workshops, company news, and morale boosters such as employee-of-the-day/month spotlights.

While the InfoCaster TitleMotion graphics tool is extremely adept at designing fonts, elaborate, broadcast-quality video and animated graphics can be imported from top industry-standard desktop systems, as well as office software like Microsoft PowerPoint®.

But Bruce Power is pushing the envelope through custom applications, many developed by software specialist Bannister Lake of nearby Cambridge, Ontario, that facilitate and expand its automated functionality. Automation is critical considering the volume of information that needs to be conveyed to Bruce Power's massive workforce — especially since only one media specialist, working in a small corporate AV department, oversees the entire operation.

### Powerful custom apps

Bruce Power had the challenge of creating a mechanism whereby workers could add timely information to InfoCaster, without having to touch the system. The goal was to design and configure the InfoCaster system to essentially help itself to content throughout the day.

Bruce Power turned to Bannister Lake to achieve this unique objective. Bannister Lake has expertise in automating data entry and optimizing displays within powerful graphics systems. They developed user-friendly, custom applications that Bruce Power employees could use to prepare text files containing emergency announcements or other key information in a manner accessible to InfoCaster.

Rather than make public address announcements, on-site technicians in the Steam Plant, Outage Control Center, and other authorized areas can now open one of the Bannister Lake custom apps, select one of many pre-loaded messages, edit the text if necessary in an edit window, and hit "submit." This creates a text file, which InfoCaster automatically picks up and displays as a bright red, lower-third crawl for the duration of the emergency.

### Valuable data resource

Up-to-the-minute data also comes from external sources. One such case is the Independent Electricity System Operation (IESO), which controls the distribution of electricity in Ontario.

IESO furnishes market metrics, such as how electricity is being used in Ontario at the current time, what the market price is, and how much power is being generated from nuclear, wind, coal, gas or hydroelectric sources. Another external data source, Environment Canada, provides a seven-day weather feed, complete with radar and inclement weather warnings.

Bannister Lake and Bruce Power's IT department put a system in place that allows InfoCaster to regularly check for updates from both internal and external sources, and ingest that information for display across the network. This supports round-the-clock updates to InfoCaster, often without manual intervention. InfoCaster Manager software automatically makes the updates, and also manages and monitors the status of all sources, players and displays throughout the network.

*Digital signage conveys a wide range of media content in a very impactful, visual way.*





*Digital signage has made Bruce Power TV  
a vital, vibrant part of life at Bruce Power.*

### Business Value

This highly visual communications system fosters a sense of community within the almost 100-building plant, and enables Bruce Power's approximately 10,000 employees to feel connected throughout the vast facility.

Through user-friendly custom applications developed by Bannister Lake, Bruce Power employees can add timely information to InfoCaster without having to touch the system. The InfoCaster system can essentially help itself to content throughout the day.

As most Bruce Power employees don't have the time to watch a long-form TV show, the new DOOH system supports high-quality graphics, data and full-motion video across a large network of digital display screens that employees and visitors can consume while on-the-go around the plant.

Digital signage has made Bruce Power TV a vital, vibrant part of life at Bruce Power.

To learn more, please visit: [digitalsignage.harris.com](http://digitalsignage.harris.com)

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