CASE STUDY

On the Road to Recovery:
BTX-Supplied Gefen HD Digital Signage Players Help Create an Emotionally Healing Environment at Florida Hospital for Children

Overview

Located in Orlando, the Florida Hospital for Children is a state-of-the-art facility featuring the most advanced medical tools and technologies available. Beyond curing illness, however, the hospital has another goal of making children and families feel at home. The fact is that a hospital is a very scary place for a young child. To make their experience more pleasant and provide a stress-free and emotionally healing environment, Florida Hospital for Children created its Walt Disney Pavilion.

A highlight of the Walt Disney Pavilion is the Disney-themed lobby featuring popular characters from "The Lion King®," "The Jungle Book," and "The Little Mermaid." The themes are also reflected in three of the pavilion's floors, which offer savanna, jungle, and ocean themes. In addition to distinct lighting, color, and even smell, each floor features 10 flat-panel monitors in its hallways, each playing HD nature footage that corresponds to its theme.

Challenge

When it came to driving content to the Pavilion's flat-panel monitors, A/V integrator Sound Stage Inc. required digital signage players that combined reliability, exceptional video quality, and very simple content management that wouldn't overburden hospital staff. To meet this need, Sound Stage purchased 30 Gefen HD Digital Signage Players (DSPs) from BTX Technologies, a value-added distributor and manufacturer of interface, integration, and system products.

Integrators such as Sound Stage turn to BTX for its "Beyond Distribution" services. The company's highly experienced and knowledgeable staff is available to provide integrators with unmatched technical support for projects ranging from the smallest to the largest A/V installations. In addition, BTX offers an unmatched selection of interface and interconnect components, digital signage solutions, and more – from a $0.21 connector to a $35,000 HD switching matrix. The company doesn't carry a product unless it is completely familiar with it technically, and everything BTX sells undergoes extensive quality control for the utmost reliability.

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BTX®

Solution

Gefen's HD DSP is able to play back multiple HD A/V formats, allowing for connections to all standard displays. The HDMI output supports video content up to 1080p full HD, and the VGA cable supports video content up to 1280x1024. The player also features a mini-stereo analog output in case audio needs to be routed to an external audio amplifier or listening device.

The included Gefen DSP Server Pro software suite provides all the tools needed to create playlists and schedules properly, as well as manage all the devices in a digital signage application. Content can also be scheduled and updated over an external USB drive. This is an important feature for the Florida Hospital for Children, as the hospital does not use a server to manage the Gefen players.

Results

"The reliability of Gefen and the unmatched customer service from BTX made this a very smooth installation," said Chet Neal, vice president of Sound Stage. "There haven't been any issues at all. The hospital has been very pleased with the video quality provided by the players and how simple and quick it is to change out content. As more themed floors are added, we will continue to rely on Gefen and BTX to make sure that the needs of the children and the hospital are being met."

"'The themed displays have proven to be a very popular attraction. The nature content provides a welcome distraction for families placed in a very stressful, and often painful, situation. It is gratifying to see them walk down the halls and be calmed by the atmosphere we have created," said Tim Burrill, vice president of construction for Florida Hospital. "With Gefen's HD Digital Signage Players, we've been able to accomplish this without adding to the busy schedules of hospital staff. And if we ever do experience any issues, it's reassuring to know that we can count on support from BTX."

Benefits

- Play back multiple HD A/V formats
- Support for video content up to 1080p full HD
- Simple content management

- Technical support from BTX's highly experienced and knowledgeable staff