

Bangkok Hospital Pattaya

Enhances Public Relations Strategy with Digital Signage

BRIEF PROFILE

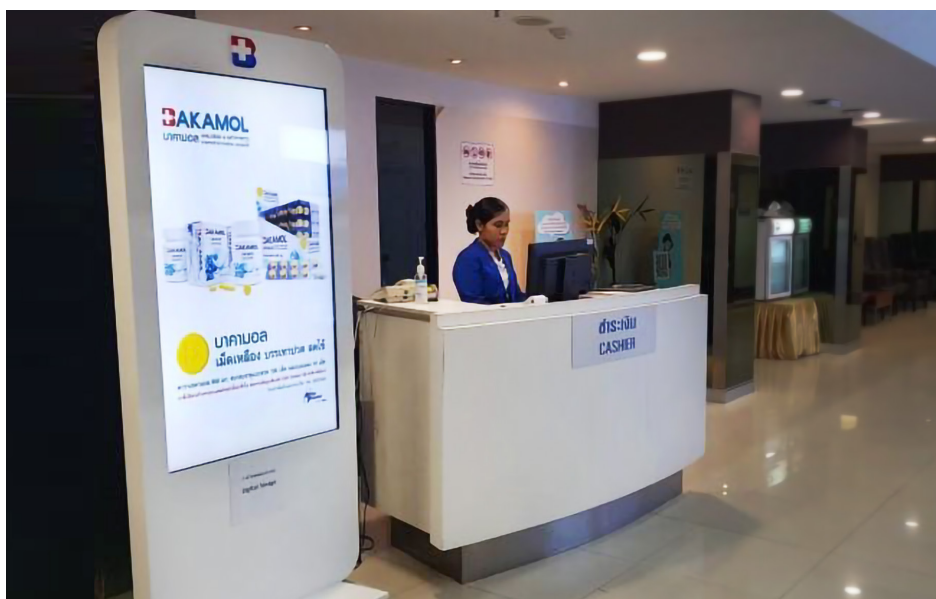
Place: Pattaya City, Thailand

Industry: Healthcare

Solution:

- CMS-20 x 1
- SMP-2100 x 15
- SMP-2200 x 13

Bangkok Hospital Pattaya, located in Pattaya City, Thailand, is a private hospital providing medical services at the highest international standards. Its specialized medical center buildings, modern technology systems, and a team of specialist doctors and consulting physicians in various fields make Bangkok Hospital Pattaya the most comprehensive and modern medical facility in the Eastern region of Thailand.



To keep up with its current image, the hospital aims to replace traditional marketing displays and enhance public relations through digital signage. Adopting CAYIN digital signage will help Bangkok Hospital Pattaya in four significant areas. The first is to reduce the wasteful use of paper and vinyl banners; second, to modify and change display content easily; third, to increase efficiency in public relations; and fourth, to present a modern image that reflects its quality medical services.

Digital Signage Brings Variety to Display Contents

CAYIN digital signage installed fifteen SMP-2100 players, thirteen SMP-2200 players, one CMS-20 server, three HTV 43" displays, thirteen HTV 55" displays, one HTV 65" display, and four 55" VDO WALL Monitors into elevators, video walls, and kiosks. This mass installation gives Bangkok Hospital Pattaya the flexibility of changing various displays, from promotions, useful content, and health news to hospital services, all while enhancing public relations by presenting a professional, high-tech, and modern image to the public.



A Centralized Control that Saves Time and Maximizes Human Resources

The SMP-2100 and SMP-2200 4K HDMI players installed in Bangkok Hospital Pattaya are controlled by a centralized CMS-20 system that can be operated intuitively by hospital staff. The adoption of centralized technology not only modernizes Bangkok Hospital Pattaya's public image but also saves time spent planning and modifying content by hand. Moreover, this allows Bangkok Hospital Pattaya to delegate more effectively and maximize human resources for other essential tasks.

Professional Support from DMaSStech

For this large installation effort, CAYIN partnered with DMaSStech, a Thailand-based digital media and signage solutions provider. CAYIN handed this mass installation to good hands, as DMaSStech is a leading player in the digital signage industry. DMaSStech completed the mass installation in three phases, from 2019 to 2022, with the utmost professionalism and expert skills.

An Effort to Go Green with Digital Signage

Bangkok Hospital Pattaya's transition into digital signage has significantly reduced the use of excess paper and vinyl banners for promotions. The hospital's choice to implement a green initiative has further solidified its image as a modern and all-inclusive medical facility in Pattaya.



CAYIN Technology in Brief

CAYIN Technology offers a complete portfolio of digital signage solutions - including media players, servers, and software — that are applicable to various industries, such as education, retail, hospitality, corporate, financial, and public institutions. CAYIN is dedicated to being a reliable partner to its clients worldwide and has successfully set up various application references globally. In order to best facilitate the deployment of CAYIN products, the company also provides tailored services to satisfy the ascending market demand for almost limitless applications.



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