

CAYIN Digital Signage

Gazi University Hospital, Turkey

BRIEF PROFILE

Place: Turkey

Industry: Hospital

Solution:

- SMP-PRO3 x 3
- CMS-MINI x 1

Gazi University Hospital

Gazi University is established at 1926 in Ankara, the capital city of Turkey, by Ataturk, the founder of modern Turkey. Gazi University Hospital has been established in October 2, 1979. The hospital has a capacity of 1150 beds and 857 academic staff.



Gazi University Hospital has successfully set up Hospital Info TV with CAYIN's digital signage solutions in the waiting areas and in front of the pharmacy and the receptions to convey hospital information and TV programs.

Objective

The installation aims to assist the hospital in establishing efficient information delivery platform, and expanding the hospital's brand name.

Solution

- 12 LG LCD displays (37") are allocated in the hospital's waiting areas and in front of the pharmacy and the receptions.
- 3 CAYIN SMP-PRO3, zone-based digital signage players are responsible for managing and storing multimedia content.
- 1 CAYIN CMS-MINI server centrally controls all SMP players and provides a live streaming video channel.

Implementation

The installation was completed smoothly and successfully with the help from three project carriers: Microkey, the reseller and manager of CAYIN's system, Nets Security, the installer, and Nets Dijital, the marketing company, financing for the digital signage network.

Screens and media players are installed in the hospital's waiting areas and in front of the pharmacy and the receptions to present general introduction of the hospital. To comfort anxious patients and their families, the hospital also broadcasts live TV programs every hour and RSS feeds from CNN Turk. All contents are well planned and created by Gazi University Hospital and Nets Dijital.



The hospital is also very satisfied with the quality and functions of CAYIN's digital signage solution. Before the installation, they were only able to post static announcements and posters. Now, they can show the doctor's interviews from TV channels to provide the latest medical breakthroughs, as well as promote the hospital's image.



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