

# CAYIN Digital Signage

## Medicana International Hospital, Turkey

### BRIEF PROFILE

Place: Turkey

Industry: Hospital

Solution:

- SMP-PRO3 x 6
- CMS-MINI x 1

### Medicana International Hospital

Medicana International Hospital is owned by the famous hospital chain Medicana Hospitals Group in Turkey. The group consists of Medicana Hospital, four hospitals, and Medicana International Hospital which is made up of two hospitals located in Istanbul and Ankara, Turkey. The hospitals are fully equipped with high technology equipment.



Medicana International Hospital has spearheaded the hospital digital signage deployment in Turkey, installing CAYIN's digital signage solution in waiting areas to enhance the communication between the hospital and patients, as well as expand the hospital's brand name.

### Objective

CAYIN's digital signage solution was introduced not only to convey hospital information but also expand the hospital's brand name.

### Solution

- 18 LCD displays (32" to 46") are allocated in the hospital's waiting rooms and areas.
- 6 CAYIN SMP-PRO3, zone-type digital signage players are responsible for managing and storing multimedia content.
- 1 CAYIN CMS-MINI server centrally controls all SMP players in the hospital.

## Implementation

SMP-PRO3, supporting AV-in function and video playback, is adopted to broadcast 10-minute live news coverage from the CNN Turk channel and doctors' speeches/interviews through 18 screens allocated in a hospital's waiting rooms and areas. Patients and visitors will never get bored during their waiting time.

To efficiently control players scattered around the hospital, Medicana hospital also deploys one Content Management Server, CMS-Mini. Data can be updated and synchronized to all players at one time and all players can playback designated content at the right time and the right place through central scheduling from the server.

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.



## Results

Medicana International Hospital has spearheaded the hospital digital signage deployment in Turkey. The new system has expanded the hospital's brand name as an advanced technology adopter.

This deployment has also successfully assisted patients in gathering information more efficiently and has helped the hospital to comfort anxious patients, and broadcast information about preventive medicine to improve public health effectively.



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