

CAYIN Digital Signage

National Dr. Sun Yat-sen Memorial Hall, Taiwan

BRIEF PROFILE

Place: Taiwan

Industry: Museum

Solution:

- 10 SMP-WEBPLUS
- 1 SMP-WEBPLUS-T
- 1 CMS-Mini Server

National Dr. Sun Yat-sen Memorial Hall

National Dr. Sun Yat-sen Memorial Hall, founded in 1965, has been serving to provide the Taiwanese people a place of remembrance for the national founding father-Dr. Sun Yat-sen. It houses the internationally renowned national performance hall, expansive elegant and esthetic exhibition venues measuring in several tens of thousand square feet, projecting room with innovative setup, audiovisual center, lecture hall, Chung Shan lecture hall, professional library with more than 300,000 collection of books



National Dr. Sun Yat-sen Memorial Hall, one of the most well-known sightseeing spots and multifunctional centers in Taipei, has replaced most of the traditional bulletin boards with CAYIN Technology's digital signage solutions to improve communication efficiency with visitors and activity participates.

Objective

National Dr. Sun Yat-sen Memorial Hall is aiming to achieve the following objectives by the installation of digital signage system:

- Best serve visitors with an efficient communication platform
- Transmit activity information more quickly and correctly
- Lower personnel costs and resources greatly for billboard maintenance such as update information.





Solution

SMP-WEB series players possess great flexibility for multimedia presentations and can be easily integrated with various applications. To present content richness, administrators of Memorial Hall dedicatedly designed the webpage layout aiming to present more unique and vivid multimedia images. xPost, the specially designed application software for hotels and convention centers, can also be applied with SMP-WEB series players to display weather information, meeting schedule, wayfinding information, and promotional messages.

To manage all media players effectively and simultaneously, the Memorial Hall also purchased one CMS-Mini, the content management server. Data can be updated and synchronized to all players at one time through central scheduling from the server. Furthermore, SuperMonitor, the advanced management software, collaborates with CMS server to monitor the live status of all players ensuring steady operation. SuperReporter also assists administrators in generating players' playback and system status reports.

Implementation

11 CAYIN's SMP-WEB media players (SMP-WEBPLUS & SMP-WEBPLUS-T) together with 42-inch LCD screens are included in this deployment. SMP-WEBPLUS media players are installed at audiovisual rooms, auditoriums, and lecture halls showing contents of ongoing or future events' details, current time, weather, meeting/activity schedule, and a brief introduction of the Memorial Hall either by video or by ticker texts.

An interactive public information system is also one of the major enhancements for Dr. Sun Yat-sen Memorial Hall. SMP-WEBPLUS-T, the touch screen enabled digital signage player, is arranged in the lobby to increase interactivities. Visitors can find their destination within just a few seconds by a simple click on the touch screen showing floor plans and guiding information.

Results

The construction of digital signage system not only allows information to be transmitted to visitors quickly and correctly but also benefits administrators by way of lower personnel costs and more convenience on billboard maintenance such as information update.



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