

Lexna Baptist Church

Strengthens Community Bond with CAYIN Digital Signage

BRIEF PROFILE

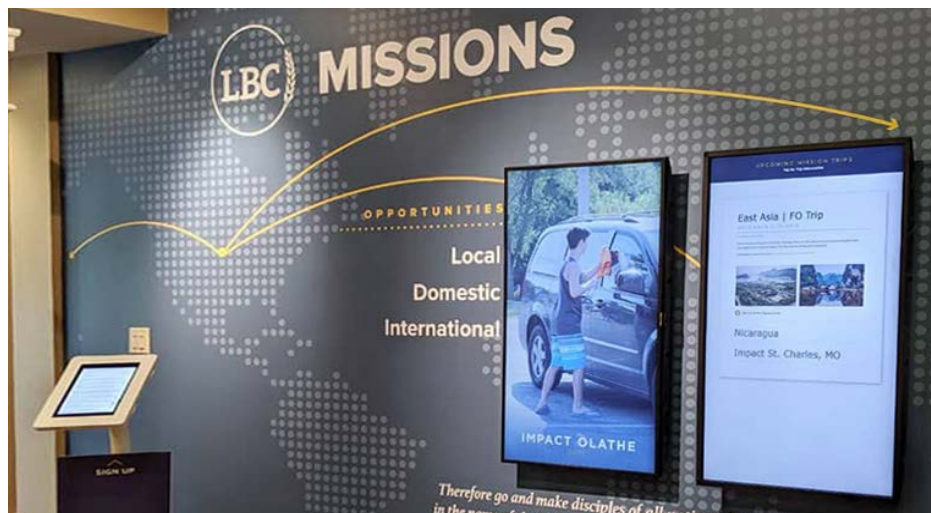
Place: Kansas, US

Industry: Religious Groups

Solution:

- SMP-2300 x 4
- SMP-2200 x 22
- CMS Server x 1

Lexna Baptist Church, recognized as one of the elite churches in 2005 and 2007, spreads across multiple campuses in Kansas City, USA. In 1990, the renowned church selected its first Pastor, Steve Dighton, who led the church for 25 years and significantly impacted the community.



However, due to its multiple campuses, the church repeatedly experienced difficulty delivering messages to parishioners across locations. To combat this problem, Lexna Baptist Church implemented CAYIN digital signage to foster a stronger bond between the main church and its campuses and to build an interactive mission wall to promote community activities.

Better Communication Leads to Deeper Connection

CAYIN installed four SMP-2300 players in the lobby of the main church and SMP-2300 and SMP-2200 players on each campus to broadcast live services across locations. The powerful CAYIN digital players transformed how the church communicated; important messages were no longer restricted by time and place but could be delivered anytime and anywhere across campuses. Furthermore, the church staff could remotely manage display content from their web browsers, ensuring the integrity and consistency of disseminated messages over campuses in different regions to connect better with the community.

Unified Branding Drives Awareness and Encourages Participation in Church Activities

CAYIN digital signage played an essential role in visualizing the church's brand. Despite the difference in shape, each campus's digital signage conveyed clear and consistent brand messages and values, thus unifying the church image and strengthening the bond between campuses. Lexna Baptist Church also utilized CAYIN SMP-2300's feature of delivering instant and media-rich messages to increase its parishioners' engagement and attendance with the interactive mission wall, a vertical 50" TV with IR bars. Church members could obtain detailed information regarding current mission trip opportunities and interact with photos and videos from each trip.

Multimedia Player Links Community with Immersive Visuals

The CAYIN SMP-2300 is not limited to message format; it supports multimedia formats including 4K HDMI video, YouTube Video, Flash® animation, HTML5 web page, image, music, and text ticker. The digital signage created an immersive experience by displaying relevant content in diverse formats, such as church videos and events photos, to bring the stories to life and link the community together through memories.

Props to MediaVision Solutions for Assisting the Successful Implementation

With the assistance of CAYIN's partner, MediaVision Solutions LLC, the project was successfully accomplished and had a satisfying outcome. MediaVision Solutions, which has specialized in the digital signage industry for over a decade, showed utmost professionalism regarding hardware, multimedia creation, delivery, and customer service during the Lexna Baptist Church project.



Modernizing the way Churches Communicate and Operate

CAYIN digital signage solution brought Lexna Baptist Church a modern way to attract younger members and encourage participation. Moreover, it offered a better communication strategy to retain existing members and expand and strengthen the whole church community.



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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