

## Sony Digital Signage Provides Emergency Messaging for the Hebrew Home of Greater Washington

### CUSTOMER

- Hebrew Home of Greater Washington

### INDUSTRY

- Rehabilitation and Long-term Nursing

### CHALLENGES

- Create a communications system that would also provide instant emergency messaging from a variety of locations
- Provide a system for multi-users that would involve virtually no training

### SOLUTION

- Sony's VSP-NS7 Digital Signage Player – a multi-layer, multi-format player for video, graphics, scroll text and audio
- Sony's VSPAD7 software for scheduling messages
- Sony's KLH-W32 LCD Displays
- Customized software called Alert! that allows the VSP-NS7 to broadcast an interrupt emergency message over the entire system via a touch panel control

### RESULTS

- One digital signage solution that provided multi-tasks as:
  - 1) A multimedia communications device
  - 2) Simple one touch emergency Alert system
  - 3) An emergency broadcast alert system
- Software that addressed content, scheduling and ease of use
- Full assistance and support from Sony's Professional Services team

Nestled in the quiet suburban community of Rockville Maryland, the Hebrew Home of Greater Washington provides quality and compassionate rehabilitation and long-term nursing home services. To enhance communication to staff and residents Ed Van Coutren, Vice President, Campus Services, saw the need to install a sophisticated messaging system which could also act as a medium for emergency broadcasts.

According to Van Coutren, "the need to communicate on a regular basis would help develop the community and promote events and celebrate key milestones. However the system would have to be able to provide instant emergency messaging, from a variety of locations, in the event of fire, severe weather, or any other emergency that would call for quick staff response to safeguard our residents. Since many different people staff the administration desks, the emergency messaging system had to be so simple to use that training would be unnecessary.

This challenge was met head-on by Sony's Professional Services team who created a software called Alert! to allow an emergency message to be broadcast over the entire system by the touch of a single "button" on a touch screen module. The "buttons" are actually colorful pictures which Van Coutren can design or select to match the type of incident. For instance, he uses a big red square with "FIRE" written on it for fire emergencies. Any employee can look at the large button and figure out how to use it. "It was essential that the system be intuitive and activated by a single step so that un-trained personnel would be able to use it.", says Van Coutren. When the button is pressed, all the digital signs on the network stop their scheduled activity and display the emergency message. When the event is over, the digital signs automatically return to their previously scheduled routine.

## A digital signage player and so much more.

The heart of the system is Sony's VSP-NS7 digital signage player. It is a multi-layer, multi-format player which holds content on a 120GB hard disk for playout based on schedules Van Coutren's team creates. The playout can be video, graphics, scrolling text, and audio, and the schedules are created by using Sony's VSPAD7 software. Simple drag and drop actions are used to place content into a table which represents the order content is to be played. By selecting any row, Van Coutren can see what the final output will look like via the preview window. Adjustments are easy and the system provides the capability for using custom designed templates to speed the creation of commonly used designs.

The VSP-NS7 players are connected to Sony KLH-W32 displays, 32-inch (viewable area measured diagonally) LCDs with a resolution of 1366x768 and integrated speakers to support audio broadcasts. The displays are wall mounted and placed at key junctures within the facilities, such as near elevators, lobbies, and other areas where people congregate.

The VSP-NS7 was selected because it had the capability to be deployed according to Van Coutren's vision of a simple-to-use emergency broadcast system. While the VSP-NS7 is fundamentally a digital signage playback device, in actuality it is much, much more. In this case, touch screens are connected to the Hebrew Home's LAN - anywhere - and when pressed, send control codes to the VSP-NS7 players which stop their scheduled activity and respond. The process takes seconds to complete. This built-in capability to customize functions in response to a customer's needs is what differentiates the VSP-NS7 from the world of digital signage players.

In addition to emergency broadcasts, the VSP-NS7 can be configured to work with a large panel touch screen as an information kiosk, for instance in "You Are Here" maps on college campuses, or as a kiosk

to provide drill down information about a product or subject of study. Colleges, museums, nursing homes, hospitals, theme parks, and many other venues can benefit by the VSP-NS7's capability to behave as an interactive and/or scheduled playback device with the potential for emergency broadcast. The VSP-NS7 can also be configured to provide playback based on an input from a contact closure such as a push button, light sensor, door sensor, etc. making it perfect for interactive information applications of all types. Finally, the VSP-NS7 can also take control of the connected display based on a user supplied schedule. For instance, the display can be turned on and a different input can be selected, all based on time of day.

## One solution for many applications.

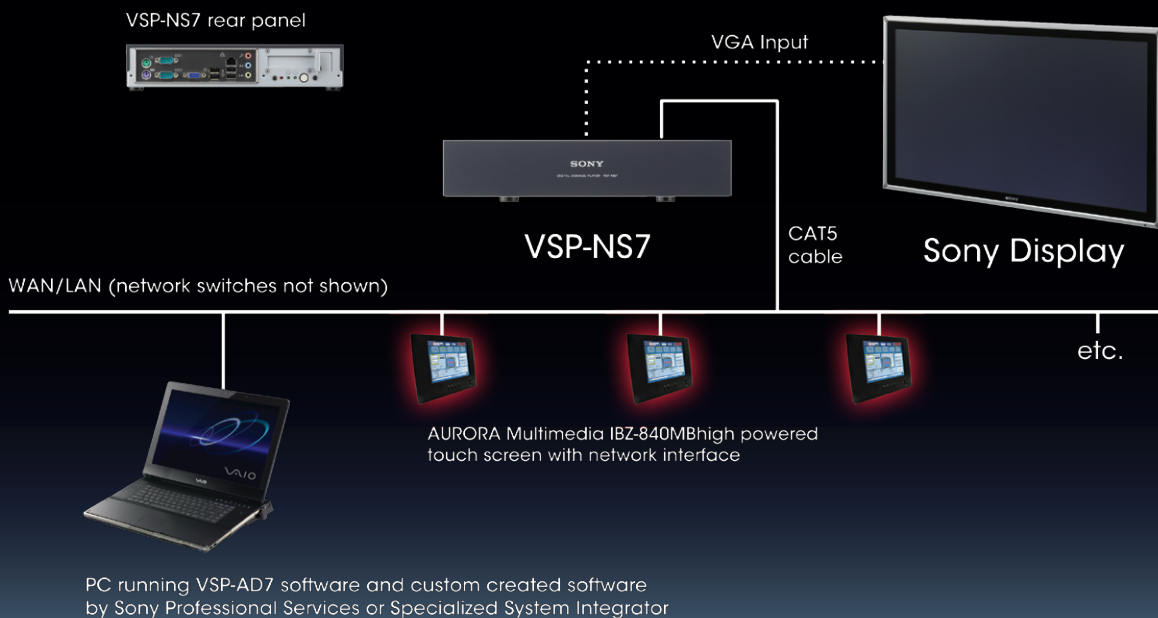
When coupled with the GXD-L52H1 52-inch (viewable area measured diagonally) ruggedized LCD display, the VSP-NS7 can control the display's picture in picture (PIP) capability. This enables applications wherein advertising or informational content can be displayed while video from a cable box or satellite receiver is displayed within a window. The applications for this include messaging of content during sports games at college centers, sports bars, retirement home lobbies and others.

While the VSP-NS7 has many capabilities, it was the emergency broadcast feature that stood out for Van Coutren, coupled with the fact that Sony Professional Solutions division was able to create custom software to address Van Coutren's vision. "I'm actually sad it's over," says Van Coutren, "it was a fun project."

To learn more about Sony displays or the VSP-NS7

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