

## ViewSonic®

## CHOC Streamlines Communication During (and After) New Tower Construction with ViewSonic ePosters

### Challenge

- Direct visitor traffic during new tower construction
- Accommodate real-time messaging and various languages
- Capture attention through dynamic imagery

### Solution

- EP4610 high definition digital posters

### Benefits

- 46" Full HD 1920x1080p resolution
- 450 nits of brightness with 4000:1 contrast ratio
- Multiple display units: HDMI, VGA, YPbPr, A/V



EP4610 ePosters



### CUSTOMER PROFILE

Nearly 50 years, Children's Hospital of Orange County (CHOC) has been steadfastly committed to providing the highest quality medical care to children. Listed as one of the best pediatric hospitals in the country by US News and World Report, its regional pediatric healthcare network includes a state-of-the-art 279-bed main hospital facility in the City of Orange, and a hospital-within-a-hospital in Mission Viejo.

### The Challenge

In 2012-13, CHOC was in the midst of constructing a state-of-the-art hospital tower on its main campus in Orange. Once completed, the 425,000-square-foot tower would be seven stories tall, tripling the size of CHOC's existing patient care facility and housing new services, including a dedicated pediatric emergency department, advanced operating rooms, a clinical laboratory, and pathology and imaging services.

During the busy construction, directing a steady stream of visitors, patients, families and employees posed a logistical challenge.

"There were a lot of moving parts—and things were constantly changing," said Mellisa Henry, director of marketing. "We had to continually redirect traffic through new pathways, doorways and detours."

"We needed a way to communicate up-to-the-minute messaging to keep people informed," she said. "We also needed to accommodate various languages, change messages quickly and capture people's attention through something other than static posters."

### The ViewSonic Solution

CHOC quickly discovered the right solution—high-definition EP4610 ePosters from ViewSonic. These standalone 46-inch digital posters offer a sleek design, slim footprint and versatile input connections for easy multimedia content uploading.

"We like to support organizations that understand our mission and vision," said Henry. "ViewSonic has been involved with our organization's philanthropic efforts and as I reviewed their products I knew the ePosters were what I was looking for. The design and functionality were exactly what we wanted to use in our communication efforts."

In summer 2012, CHOC purchased three EP4610 ePosters and placed them in strategic locations.

### The Results

"Our ePosters really caught people's attention and helped us direct them to the proper locations," said Henry. "Plus the devices gave us the flexibility to change messages quickly, scroll between messages and communicate in multiple languages. They've been very well received."

Today, the tower construction is complete—but the value of the ePosters lives on. The CHOC Marketing team now uses these displays for ongoing communication to physicians, employees and visitors.

"In an effort to create a cleaner, more professional environment, we've restricted the posting of fliers on walls and in elevators. With our ePosters, we've now created strategic places where people can find the latest messages -and in a much more aesthetically pleasing manner"

"We love how easy it is to update our messages and how convenient it is to time messages to run at certain times," she added. "Our strategic communications can be planned and readied in advance."

**"We needed a way to communicate up-to-the-minute messaging to keep people informed. We also needed to accommodate various languages, change messages quickly and capture people's attention through something other than static posters."**

**—Mellisa Henry, Director of Marketing, CHOC Hospital**

For more information, contact ViewSonic at [SalesInfo@ViewSonic.com](mailto:SalesInfo@ViewSonic.com) or visit [www.ViewSonic.com](http://www.ViewSonic.com).



Work smarter

At Insight, we'll help you solve challenges and improve performance with intelligent technology solutions.

Learn more

