

Case study: Healthcare

Swiss Clinic Microelectric Hearing Aids

Sign up with ONELAN



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Background

Microelectric Hearing Aids Ltd have a group of five hearing clinics in Switzerland.

Project objectives

They wanted to make their clinics appear more prestigious, and at the same time have a means of communicating information to their patients as they waited. While their staff are good doctors in their field of hearing, they lacked the ability to promote their services and particular products to the captive audience of waiting patients. With waiting times of 5-10 minutes, the clinic wanted to entertain patients, and make them aware of additional and special products.





What is installed

Microelectric established that digital signage was the best solution for their needs, and selected ONELAN as the most suitable system.

Five ONELAN Net-Top-Box Century 510s have been installed driving 40" LED screens, one in the waiting room of each clinic.

The content is in both Swiss and English, and comprises:

- ◆ Still Images
- ◆ RSS newsfeed
- ◆ Promotional videos
- ◆ Client appointment timetables

Promotional videos are supplied on a regular basis by manufacturers of hearing aids and accessories, and Microelectric choose which ones to use. These are then rendered and uploaded to the media players.

All the content is updated remotely via internet (using FTP and HTTP) by Sinform GmbH, who both supplied and now manage the digital signage for Microelectric.

End result

Microelectric are very happy with their digital signage, and have noticed an uplift in sales of promoted services and products e.g hearing aid batteries and cleaning products.

For further details

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