

Massachusetts Eye and Ear Leverages Aceso's Technology to Expand Digital Signage Network

Boston, MA,

Aceso[®] Interactive, the innovation leader for patient engagement and digital solutions in healthcare, has expanded the (HTV) Digital Signage system at Mass. Eye and Ear, the number 1 hospital in New England for otolaryngology (ear, nose and throat care) and ophthalmology (eye care) according to *U.S. News & World Report*. Aceso's HTV solution is an enterprise digital solution enabling clients to strategically serve up relevant content to a wide range of "endpoints" including kiosks, media walls, mobile devices and television displays. The project added new locations to Aceso's enterprise software platform in the newly renovated lobby and elevator waiting areas.

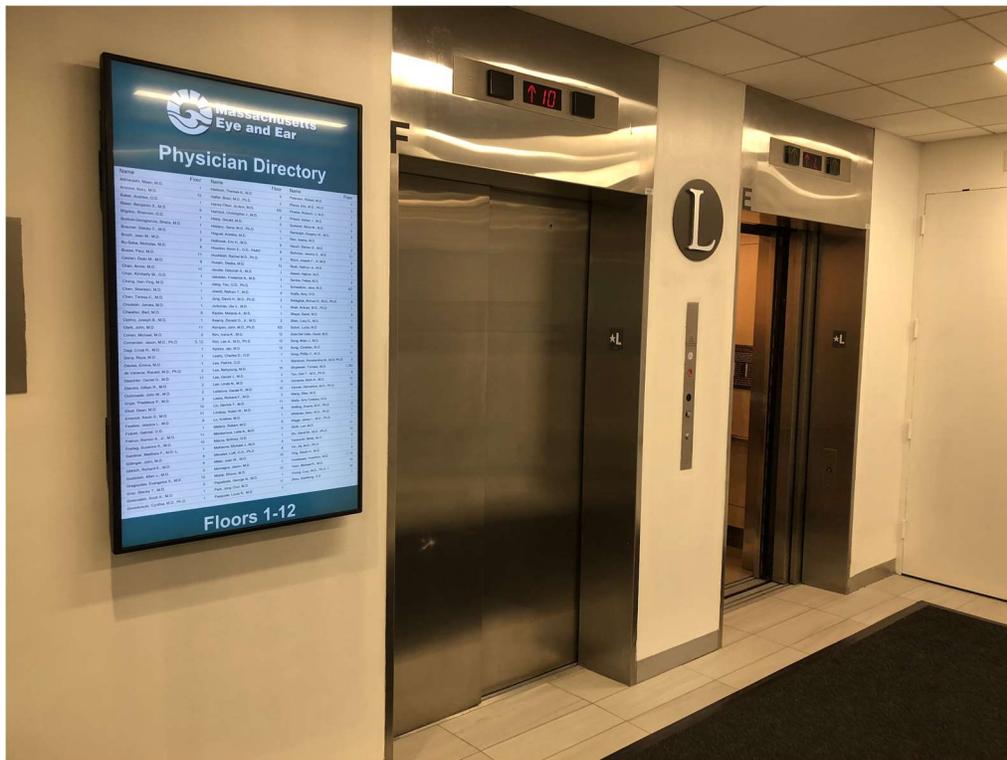
The lobby redesign called for a large video wall as a main centerpiece for welcoming patients and visitors. The Aceso digital signage platform was leveraged as an additional marketing channel to allow staff members to easily and quickly publish relevant information.



Video wall in 3x2 array, main lobby, Mass. Eye and Ear

The video wall has an overall size of 143.1" W x 53.8" H, consisting of 6 zero-bezel 55" LCD screens embedded flush into the wall between two elevator bays. Information such as daily messaging, events and current news, updated weather forecasts and directional signage all rotate within 'zones' on the wall.

Recently installed are also a 55" and 49" digital screens in portrait orientation for the purpose of electronic Physician Directories. These directories are located in each of the two elevator bays and allows patients and visitors to quickly and easily locate their healthcare professional within the building.



Staff members can update the physician listings at any time, from anywhere, with Internet access.

A final 55" screen in the MRI waiting area gives Mass. Eye and Ear seven locations within the facility that provide syndicated healthcare content, weather, and a news feed in addition to providing available services, messaging, bulletins, events, testimonials, stunning photography, dynamic animation and compelling videos.

We are proud to partner with Mass. Eye and Ear on digital signage and look forward to continuing to leverage the enterprise HTV Digital Signage platform throughout their network.