

# DIGITAL SIGNAGE CASE STUDY – New Gorbals Health Centre

Case Study - 02.05.2019



## Background

New Gorbals Health and Care Centre is a brand new £17million NHS health centre in Glasgow that recently opened its doors in January 2019. Promoted as a 'one-stop shop of health and medical services' the new facility provides access to a range of amenities for the community. Patients now have access to four GP practices, physiotherapy, dental services and child mental health services at the New Gorbals medical centre. In December 2018, while the building was finishing construction, a partner of ours was contacted about an exciting and unique art project for the facility. Local Glasgow based art organisation Wave Particle developed 'The Portrait Gallery'. This project brings the art gallery to life with over 200 video portraits of local residents engaging with the camera in different ways.

## Challenges

Having created the content already Wave Particle were looking for a partner to supply and install the screens for the videos to play on. The main requirements for the display were screens that did not look like TVs and that could run 24/7 with no external buttons or controls so the screens could not be tampered with while in their public setting. The art project had been designated specific areas in the medical centre in which to mount screens so the screens supplied had to fit the areas perfectly. Once the content on the screens was loaded it would not need to be updated regularly. A 5 year warranty was also essential for this project.

## Solutions

We supplied Wave Particle with twelve Android Advertising Displays; the 22" and 32" models were the perfect size for the wall areas. They also feature no external buttons or controls as requested, instead these are locked behind a secure locker door away from tampering hands. With their glass tempered fronts, aluminium surrounds and tablet styling the displays look like premium displays elevating the artistic content on them. The glass front also means they can be easily wiped cleaned which is an important feature in a hospital environment. The screens' content would not be updated once installed so a standalone option was the most suitable and cost effective option. We also offered an extension of

## Products

12 x 32" and 22" Android Advertising Displays

2 years to our standard 3 year warranty to meet the requirements of the project.

## Results

The Android Advertising Displays were installed in February 2019 by our partner. The content had been preloaded onto the screens before being dispatched so once out of the box and mounted in place, using the super slim flat wall mounts included, the screens did not need any more setting up or configuration. The New Gorbals Health and Care Centre hosted a grand opening event at the beginning of April 2019 with 'The Portrait Gallery' art project wowing visitors. All parties were delighted with how the final result of the project turned out.

