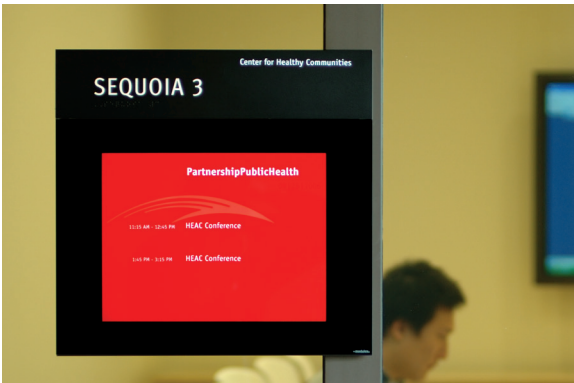


## Digital Solutions for Wayfinding and Information Management

The California Endowment (TCE) is the largest private health foundation in California, and it is committed to providing affordable, quality health care for under-served individuals and communities. TCE's attached conference center, the Center for Healthy Communities (CHC), is a state-of-the-art meeting and events venue for mobilizing community and civic leaders, healthcare providers, advocates and policy makers in the search for solutions to California's critical healthcare issues.

Striking colors and dynamic architectural design represent TCE's commitment to multicultural diversity and technology within the healthcare industry. Within the TCE's expansive new headquarters, there are 35,000-square-feet dedicated to conference and meeting space. The largest of the CHC meeting areas can accommodate more than 350 people, with hundreds more in the adjoining spaces. TCE needed a cooperative wayfinding and information management solution for the thousands of distinguished guests that visit the center each week.



# SignStudies ❖ Healthcare

## Service Offerings

- Wayfinding
- Digital solutions integration
- Training
- Installation

## Product Applications

- Digital signage system
- Messenger Interior™, modular signage system

## Solution Partner

Sussman/Prejza & Company, Inc.

## About the Solution

The California Endowment contracted Sussman/Prejza & Company, Inc. (S/P), known worldwide for their award-winning merging of graphics and architecture, to design an integrated solution which would display timely information about the day's events and guide guests to their destined meetings. The S/P designers accompanied TCE to the ASI showroom, which is equipped with the latest in digital wayfinding technology. TCE representatives recognized the value and extensibility of integrating digital signage with their existing technologies and surroundings without the need to build custom kiosks or update networks.

The significant cost savings realized through the digital solution versus a custom kiosk afforded TCE with the opportunity to equip more public areas with the digital system and improve the experience of their distinguished guests. The digital solution consists of sixteen displays: two 32" monoliths, and fourteen 15" conference room wall-mounted displays. S/P designed the screen interface featuring a digital map with color-coded areas and matching room displays, which provides an intuitive and effective process for identifying and directing visitors to meetings, while reinforcing TCE's brand identity.

The system also offers TCE the ability to broadcast up-to-the-minute information and welcome the thousands of visitors the CHC hosts each week. The digital signage enhances the experience of healthcare professionals and distinguished guests by providing seamless wayfinding and elegant facility integration.

