

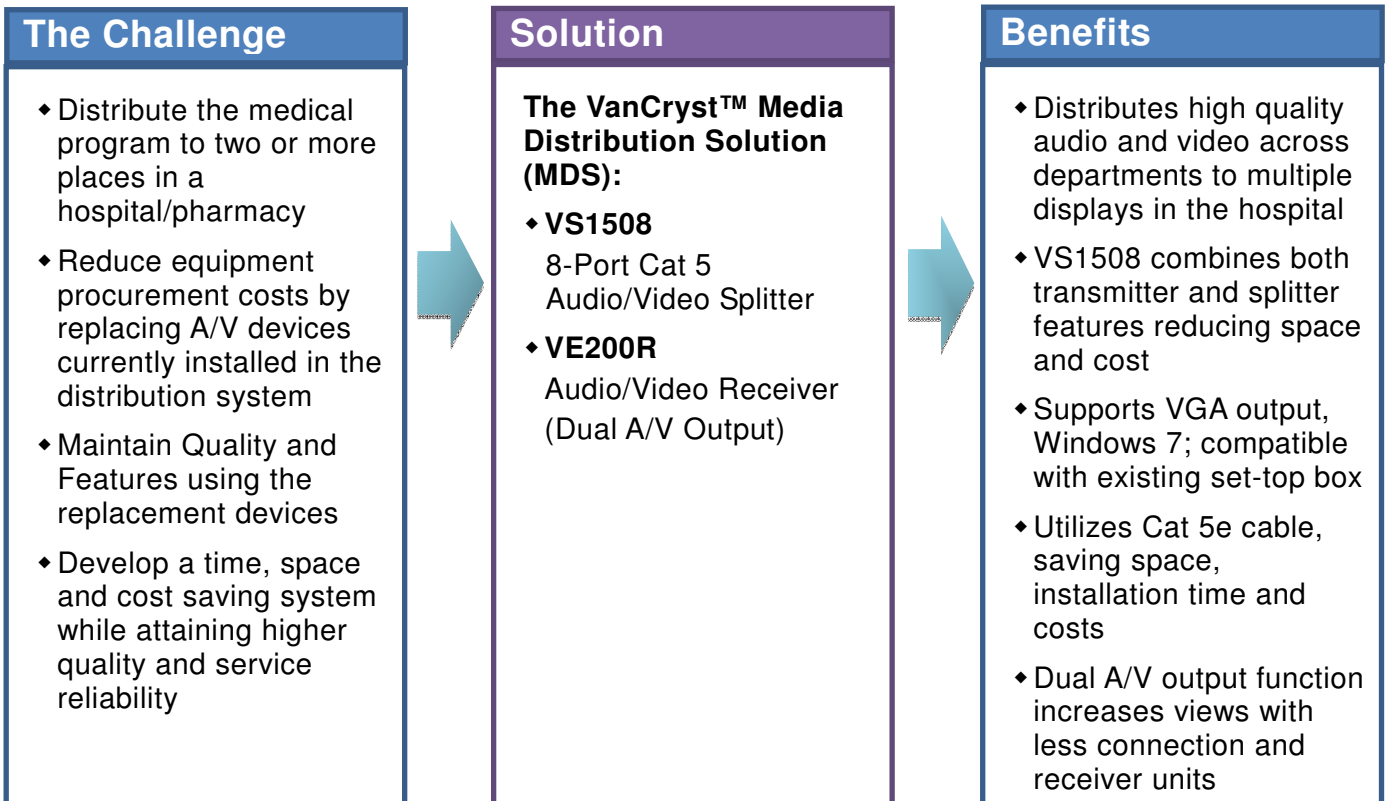
## ATEN Media Distribution Solution Successfully Integrates Medical Program Distribution System



**Customer: Medica Staff Promotion Co., Ltd.**

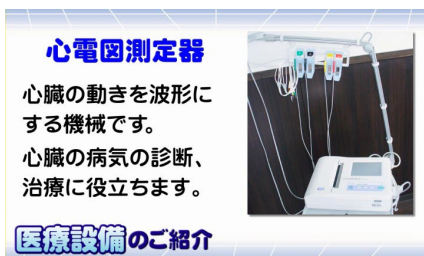
<http://www.medica-staff.com>

Medica Staff Promotion Co., Ltd. (MSP) is a company in Niigata, Japan which provides a wide range of services to support medical facility management. They provide outsourcing for businesses in the medical sector, planning for medical events and digital signage systems for advertising.



### ↓ The Challenge

**Reduce procurement costs by replacing equipment currently installed in the distribution system**



Content Image of the "Medicom" Program Distribution System

As part of the digital signage business MSP is carrying a program distribution system called "Medicom." Medicom is a multimedia system created to broadcast the 600+ medical health informational programs produced by their advertising consultant Nikkei BP Marketing. These programs are produced for hospitals and pharmacies to show content on large-scale displays installed in rooms across their facilities.

The Medicom system is created for patients to watch while in hospital waiting rooms. The program is very popular among medical facilities because broadcasting such programs allows patients to have a better understanding of medical care and reinforce attention to their personal health.

The original structure of the Medicom program included a set-top box controlling the entire system, which connected to a transmitter, splitter, receiver and display. The audio and video signals were sent from the set-top box to a transmitter, than to a splitter and finally to each receiver connected to a display. MSP originally installed the A/V transmitters, splitters and receivers recommended by the set-top box manufacturer.

The Medicom system operated well and had no compatibility issues. However, one concern that came into question was the high cost of the recommended A/V devices. Mr. Asaga, the Director of Business Planning at MSP indicated that he considered whether the equipment procurement costs could be reduced by exchanging the A/V devices with another product.

## ↓ Solution

**The ATEN Media Distribution Solution (MDS): Combining the A/V transmitter and splitter, a cost-effective and efficient way to send program content to multiple displays in real time**



**VS1508**  
8-Port Cat 5 Audio/Video Splitter

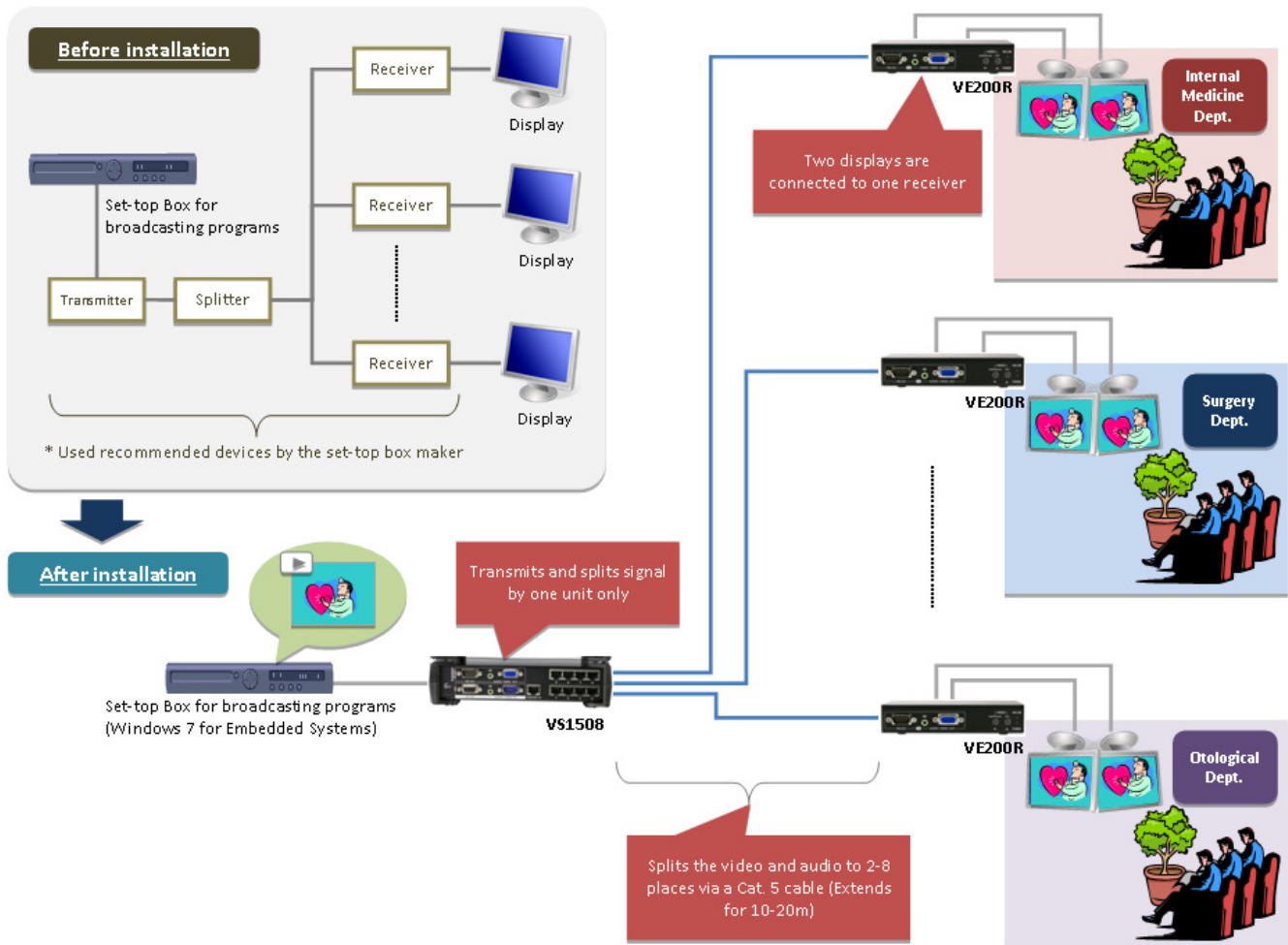
There were several requirements to consider when replacing existing A/V devices connected to a set-top box. MSP wanted to ensure that they kept all existing functionality replacing the new equipment. So the fundamental requirement was that the replacement devices extend A/V signals from a central remote system effectively. The second need was a DB-15 analog video port and support for Windows 7 to suit the set-top box specifications. Third, the device needed to provide stereo output for audio content. Finally and most important of all, MSP wanted to reduce the over-all cost of installation as compared to the original recommendation.



**VE200R**  
Audio / Video Receiver  
(Dual Audio/Video Output)

The VanCryst™ Media Distribution Solution (MDS) from ATEN was taken into consideration by MSP. For the set up the VS1508 was used as the transmitter and splitter, while the VE200R was used for receivers. After a detailed evaluation, Mr. Asaga found the combination of VS1508 and VE200R worked in perfect conjunction with the Medicom program distribution system. The VanCryst™ MDS provided the same functions as the existing system, and proved to be a more cost-effective solution which also saved valuable space. Seeing the benefits Mr. Asaga decided to replace all existing A/V MDS devices with the proven ATEN products.

## ↓ Solution Architecture



## Benefits

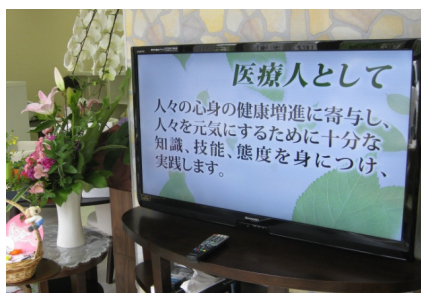
**The installation of ATEN's MDS allowed MSP to develop a time, space and cost saving system while attaining higher quality and service reliability**

Replacing the existing A/V devices with ATEN's VS1508 and VE200R provided seamless service of MSP's media production since it's installation. The ATEN products installed in the hospitals and pharmacies all-over Japan have worked without interruption since their installation. MSP succeeded in saving much needed money while maintaining service quality they expected and that users enjoy. This replacement allowed Mr. Asaga to accomplish his primary goal of saving over-all system installation costs.



VE200R installed to the backside of the display (Shot between the wall and the display from the above)

Moreover, with ATEN's solution came unexpected results. Originally, using the A/V devices recommended by the set-top box manufacturer, a separate transmitter and splitter were required. ATEN's VS1508 offered both transmitting and splitting functions, and by utilizing Cat 5e cable to connect the VE200R receivers, the installation was completed in less time, with less space, and at a lower cost. The VE200R receiver also supports dual A/V output, in which two displays can be connected to it for even more views with less connections.



"Medicom" program distribution system combines the ATEN VS1508 and VE200R to deliver high quality A/V content to displays at different locations in the hospital

The combination of ATEN's VS1508 and VE200R allows MSP to develop a smart system that effectively saves space, working time, and money.

## Future

**MSP appreciated ATEN's customer service and cost-effective solution. One can expect high satisfaction when choosing VanCryst™ HDMI series products from ATEN**

"I am very satisfied with the cost-effectiveness of ATEN products and their dedicated customer service," Mr. Asaga said. "Whenever our system did not work well at our installation, ATEN Japan immediately corresponded and solved our problem" he added.

Because HDMI is rapidly becoming popular, Mr. Asaga has a strong interest in its products. The VS1508 and VE200R that MSP adopted are suitable for all features of their existing set-top boxes. However, the set-top box will eventually be replaced by an upgraded HDMI-based unit. Mr. Asaga is trying various products in the market to make preparations to support HDMI in the near future. However, it is no that easy because of the need to convert analog VGA signals into HDMI.

Mr. Asaga said, "If ATEN releases the HDMI products that can transmit and split the signals as good as the combination of VS1508 and VE800R that we installed this time, I will be glad to use them immediately." He is drawing high expectations to the lineup of the VanCryst™ HDMI products from ATEN in the future.

The ATEN VanCryst™ HDMI Media Distribution Solution will be available by the end of year 2011.



*"If ATEN releases the HDMI products that can transmit and split the signals as good as the combination of VS1508 and VE200R that we installed this time, I will be glad to use them immediately."*

**---Mr. Toshio Asaga,  
Director of Business Planning Division  
Medica Staff Promotion Co., Ltd.**