

Mauer Eye Center's 8 new displays boost their image and generate more sales

Customer Overview

When the Mauer Eye Center moved into its new facilities in Waterloo, Iowa, they wanted their office environment to be both modern and informative. They soon concluded that the best way to achieve those dual goals would be through the addition of digital signage. As IT Manager Steve Bantz explained, "We wanted to add our own branding to the televisions in our new facility, to achieve the look of being on the cutting edge of technology. This would allow us to market effectively to our patients for the services and goods that we make available to them."

Project Summary

As a business with a variety of services to offer, the Mauer Eye Center already knew exactly what they wished to broadcast, and to whom. "We wanted to be able to communicate directly with our patients, letting them know about specials we might be running on goods and services within our eye center and medical spa. We also wanted them to be able to learn more about brands we sell and the employees who sell them."

Because their communication needs were so well defined, Mauer also wanted an easy way to control the content of all of their displays. That's why they chose Rise Display to provide their signage and setup, said Mr. Bantz. "Rise was the only company I could find that offered complete digital signage solutions. I needed a template-based design that was easy to drop content into, through an intuitive interface. I wanted to be able to update often, but not have it be labor intensive. Basically, I needed something that was packaged and easy for me to manage."

The Solution

They hired Rise Display to install a total of eight displays, all controlled by their user-friendly Rise Display Network software. "We have a 65" LCD in the front entrance and several 42" displays in waiting rooms and retail endcaps. The 65" is just an amazing sight as it is built into a shadow box and looks ultra tech."

As for their new web-based control system, Mr. Bantz said "I now have content going everywhere, managed right from my desktop. Everything is clean and professional looking."

Mr. Bantz was also impressed by the Rise solution's ease of use. "Friends of mine in the IT field are amazed at how we are getting all of this to these televisions over CAT5e network cable. Having eight displays centrally managed by a Rise Engine is as easy as it gets. I send all content to the displays over a matrix switcher and VGA extenders. Nothing could be cooler or easier."

The Final Result

Most importantly, said Mr. Bantz, the new displays are a big hit with both staff and customers. "The staff loves it. We're very happy. It sure beats having plain old cable TV playing in our waiting rooms advertising other things for free. What do we get out of that? We wanted to advertise ourselves. Yes, we still show cable TV on a template within the Rise system, but now there's a lot surrounding it to attract attention to our facility."

"The customers also love the dynamic content," he continued. "They can walk by a display and quickly catch an ad or a college basketball score."

"And patient recognition of brands and specials offered within our facility has increased. Given the increased volume of questions on our goods and services offered at the eye center and medical spa, we can say that it has generated more interest and purchasing by our patients and spa clients."

He said that adding the new electronic signs has also resulted in a boost in their company's image. "People are seeing us as technologically 'with it.' We have had several people ask us how we did it, and we have referred them to Rise."