

Xibö



Intelligent Media Enhances the Patient Experience with Xibo Signage

www.xibosignage.com



ABOUT INTELLIGENT MEDIA

Intelligent Media is an end-to-end digital signage solutions provider based in Greece. Founded in 2005, Intelligent Media develops and supports digital signage projects of every size across Healthcare, Leisure Shipping and Retail sectors.

Intelligent Media's journey within the Greek Healthcare sector started 16 years ago. They partnered with one of the country's leading maternity clinics to develop a dynamic way of communicating with, and advertising to, new and prospective parents.

Today, Intelligent Media is the leading Healthcare digital signage provider in Greece, currently serving over 450 clients in various clinics, hospitals, diagnostic outpatient facilities and private practices.

All running Xibo Signage!



THE CHALLENGE

Georgios Tsintzilonis, Managing Director of Intelligent Media tells us that before they discovered Xibo Signage, Intelligent Media faced four challenges in their Digital Signage business:

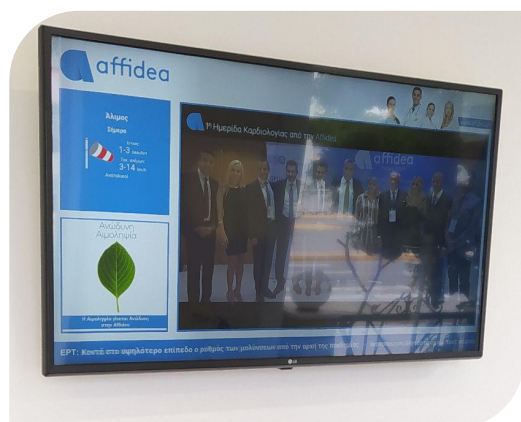
Versatility | Cost Adaptability | Reliability

Intelligent Media's original signage solution was outdated and lacked the versatility that would be required for the expansion of the business.

They tried an alternative digital signage software solution, but it was costly, both in terms of the license itself, as well as in terms of proprietary equipment that was necessary to run it. The solution also struggled to adapt to the rapid growth of the Intelligent Media's customer base, which expanded across a multitude of locations.

With the growing customer base, came increasingly complex content requirements and a critical need for reliability, due to the advertising displayed on the network.

Intelligent Media needed to find a new digital signage solution to take on the challenges.





THE SOLUTION

Intelligent Media operates a 750 display, self-hosted Xibo network across the Greek Healthcare sector, with the majority of their digital displays running on Xibo for Android.

Their Healthcare network has two main purposes, **communications** and **advertising**.

Digital signage provides healthcare operators with a dynamic medium that allows them to communicate with and educate both their visitors and staff.

Digital signage content also includes advertising which primarily consist of specially designed 20 second advertisements or content with longer duration created for patient awareness purposes.

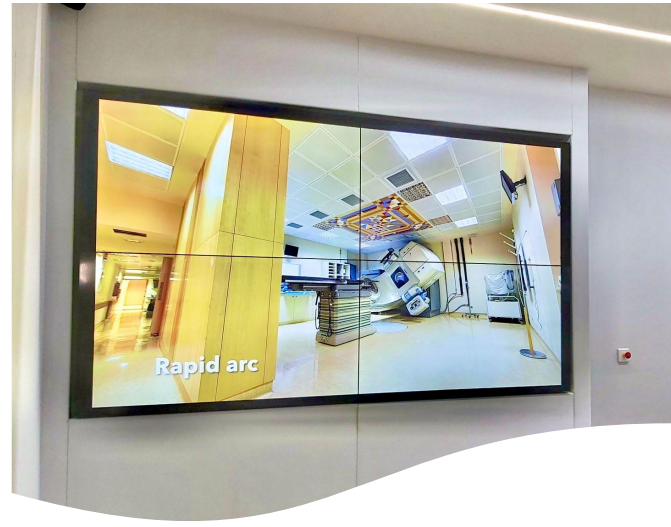
Intelligent Media successfully converted many pre-existing television screens, used in waiting rooms to display public TV channels for visitors, into fully functional digital displays. This was achieved using Xibo for Android and the appropriate Android player hardware.

Intelligent Media also uses Xibo for webOS and Xibo for Tizen in scenarios where more advanced signage is required such as waiting room queuing, staff shifts and operating theatre schedules. Recently, Intelligent Media has started using Xibo's interactive capabilities in conjunction with LG and Samsung touch monitors.

“Xibo is a toolbox that can help you generate business and revenue.

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Georgios Tsintzilonis



THE BENEFITS

For Intelligent Media, reliability is the primary requirement for their Digital Signage solution.

Georgios tells us that it is essential to deliver their clients' content in the right place, to the right audience, at the right time, all the time!

Advertising and communications content differs greatly across the various Healthcare providers that Intelligent Media works with. An expectant mother waiting anxiously for a scan in a maternity clinic would require different content compared to that served in a general hospital, for example.

Xibo provides Intelligent Media with the ability to display targeted advertising and the results of this fine tuned targeting speak for themselves!

Intelligent Media regularly conducts viewer surveys across their display locations. In a 2019 survey conducted in one of their maternity clinics, **83% of those who viewed the screen agreed that the digital signage made waiting times less stressful.**



THE PARTNERSHIP

In 2014, Xibo Signage was recommended to Intelligent media, who were eager to form a new digital signage partnership. After the successful installation of Xibo for Android on their network, Intelligent Media became a Xibo Value Added Reseller (VARs) for the Greek market. In 2016, as development partners, we built Xibo for webOS and in 2019, developed Xibo for Tizen.

The Xibo CMS was a key factor in the partner selection process for Intelligent Media. With the single Xibo CMS and multiple player types, Xibo offered the versatility for customers who already had equipment or just had different digital signage players for different needs.

Georgios says that the part of Xibo that secured the partnership for him was “the open nature of the Xibo platform and the ability to communicate with external systems via its comprehensive API infrastructure.”



WHY XIBO?

Intelligent Media chose Xibo as their Digital Signage partner for the following reasons.

- **Open Source**
- **Cost Effective**
- **Versatile**
- **API Integrations**
- **Advertising Revenue**

“I think that Xibo is the ideal platform for any kind of digital signage project. The Xibo ecosystem provides you with so many options and tools to build the ideal solution. Moreover it's reliable, fully scalable and the Xibo team are leading the way in the future of digital signage

”

Georgios Tsintzilonis



FIND OUT HOW XIBO CAN GROW YOUR BUSINESS

Get in touch today

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