

WORLD-RENOWNED CHILDREN'S HOSPITAL ADDS A NEW DIMENSION TO PATIENT HEALING

Digitally Transforming Activity Area into a Tranquil Escape for Chronically Ill Children

Nothing tugs at the heart like a sick child or a child in pain. A famous, prestigious children's research hospital in the United States is dedicated to treating kids with terminal cancer, as well as other catastrophic pediatric diseases, and they are winning battles every day. But the hospital understands that caring for a sick child goes beyond excellent medical care. Their commitment to innovative healing strategies for each patient includes a peaceful, soothing environment that caters to the child's emotions, while providing strength and renewal.

According to a recent study, a well-designed environment has a powerful impact on health by influencing the behaviors, actions, and interactions of patients, their families, and the staff who take care of them. (Journal of Alternative and Complementary Medicine.) This type of patient-centered design for children and families has established a new standard, and is essential in promoting both physical and mental health. With this premise in mind, the hospital set out to make the children's stay as positive, enjoyable, and pain-free as possible – not an easy feat when kids who should be out playing at this time of their lives are confined to hospital beds. In an effort to redirect patient focus and make their stay as pleasant and engaging as possible, the hospital used custom LED displays to introduce the positive energy and beauty of nature indoors; fostering a genuine healing environment for these little fighters.

THE CHALLENGE

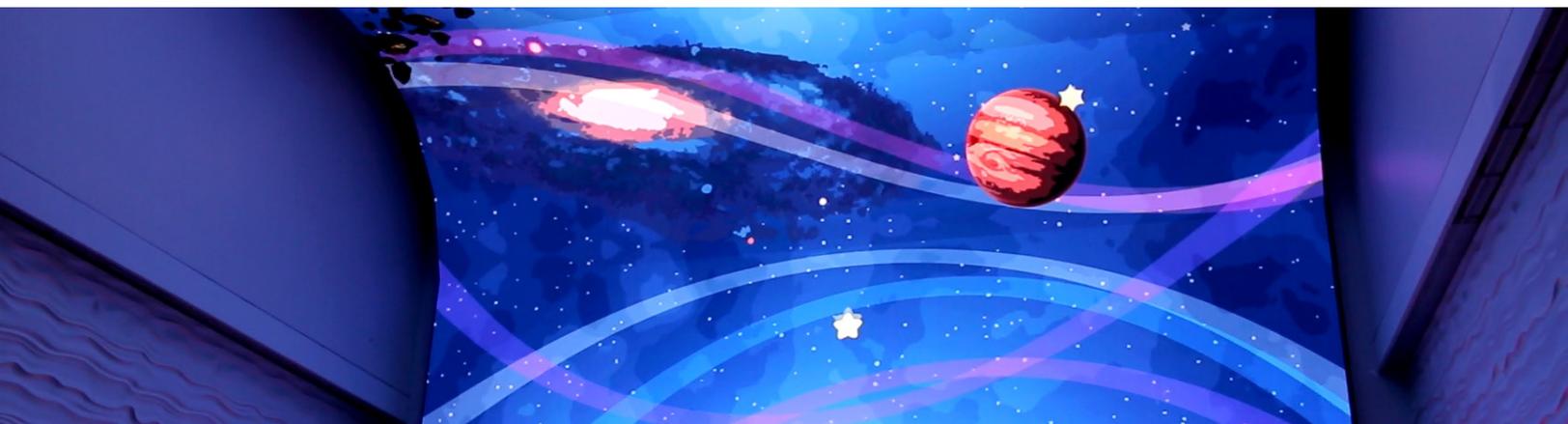
The hospital wanted a show-stopping feature in its new, three-story cancer treatment annex that could lift the spirits of its young patients and offer an experience that brings happiness and joy to the children and their families. How do you put a price on helping a juvenile cancer patient forget, if only for a moment, that he or she is sick in the hospital and may never have the life a healthy child enjoys? It's priceless. And it is an invaluable tool in aiding the healing process for these young patients.

While each floor of the annex had interactive elements for the patients to explore and use in play, the hospital's ultimate goal was to build an experience that made patients feel as though they were virtually transported out of the hospital and taken anywhere they want to go. It also needed to accommodate patients who couldn't walk into the room on their own. The special room required wheelchair access and adequate space to accommodate patient beds in order to enjoy the full experience. And finally, the space required the capacity to be completely sterile. Cleaning is required after each patient to eliminate the spread of germs to other patients and families who utilized the space. It was a big project and a tall, but worthwhile, order.



THE SOLUTION

To create this truly immersive experience for patients, called The Imagine Room, the hospital teamed up with Stanley Beaman Sears for the building design, the Sextant Group for their AV expertise, along with NanoLumens to dress the room in narrow pixel pitch LED displays. Offering the most vibrant, colorful, detailed images and flexibility available today, the narrow pixel pitch LED displays were the only choice that met all of the hospital's needs. NanoLumens custom designed an installation that covered the room's ceiling and back wall completely in a larger-than-life 4K display. NanoLumens even designed the display to curve around the corner, for seamless, uninterrupted images. Finally, Red Road Media was brought into the project to create innovative content and original games for the kids to play on the wall and ceiling of the room.



PRODUCTS USED

NanoLumens used its Engage Series™ displays to “wallpaper” The Imagine Room in crisp 2.5mm pixel pitch, creating a seamless canvas for patients to dive into a full sensory experience. The LED displays cover the front wall and ceiling of the room, curving around one of the corners; each display better than HD, they aggregate to greater than UHD vertical resolution. These displays were completely built from scratch and customized according to the dimensions of The Imagine Room and functionality goals established by the hospital.

ABOUT NANOLUMENS

NanoLumens, headquartered in Atlanta, Georgia, creates display visualization solutions that deliver truly immersive customer experiences and great return on investment. NanoLumens’ digital displays are designed and assembled in the USA and are extremely slim, ultra-lightweight, energy efficient and feature a bright, seamless, high resolution picture quality that can be viewed from any angle without color shift or image distortion. The company’s patented display technology can transform the way marketers engage their customers in every type of retail, hospitality, stadium, arena, transportation, and public event environment.

All NanoLumens displays accept input from nearly any device or content management system. There is no need for special software, hardware, or special personnel to display content beautifully. With a profile of only a few inches and operating with nearly zero heat or noise, the Engage Nixel Series can be installed on virtually any surface without being obtrusive, adding the ‘WOW’ factor to any indoor environment without taking up precious space. With quality backed by an industry leading, Six-Year Warranty, NanoLumens is your collaboration partner for visualization solutions that live up to your imagination.

For more information, visit: www.NanoLumens.com

