

# Hospital de Clínicas Caracas

## UnoLink successfully installs the first dynamic digital audiovisual channel inside “Hospital de Clínicas Caracas”

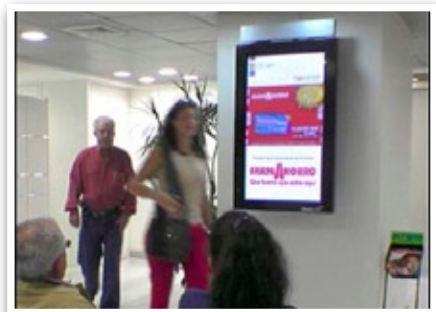
**Hospital de Clínicas Caracas**, the most technologically advanced health institution in Venezuela, is the first hospital to install “Vida” a digital dynamic entertainment and advertising network created by UnoLink. Fourteen 42 inch, high definition plasma screens – installed in 8 different areas of the hospital - display entertainment and relevant health-related information to patients and patrons while they wait. This circuit has been fully functional 24/7 as of March 2005. It represents the first multimedia network of its kind to be installed in Latin America.

**“Hospital de Clínicas Caracas has found in UnoLink a true partner that has helped us develop great promotional content while delivering a service that is both fast and unsurpassed in quality”**

“Vida” (Life), offers exclusive programming that is transferred and managed via Internet using Scala’s InfoChannel software. Original content - created in a joint effort with TV production powerhouse Canal Uno– includes health information, music videos, local and international



news, as well as segments on arts and entertainment, comedy, beauty, quotes and advertising. Video and sound have been carefully tailored to the specific wait areas in the Hospital to keep their full impact while avoiding the disruption of normal operations.



Individualized program feeds are modified to fit the specific context in which each screen is located. This means that what one sees in the main lobby is different to what is being shown, for instance, in the Radiology waiting area.

While waiting, the viewer is now bombarded with customized information, so that they can take advantage of the extensive resources H.C.C. while reducing their perceived wait time.

According to Eduardo Baptista, the Operations Manager for H.C.C., the impact this system has generated on the visiting public has been very favorable:

**“UnoLink has provided a versatile system that offers different programming, congruent to the location of each screen. UnoLink has also supplied the Hospital with a powerful communications tool that creates a medium in which we can reach our patients, their families and visitors in general with a programming format tailored to the needs of the institution”**

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This dynamic digital network is the most advanced type of distance multimedia presentation currently available. “Vida” has been conceived, designed and produced entirely by UnoLink’s producers, designers and engineers.

Programming includes commercial time that can be adapted with remarkable flexibility. Advertisers can schedule time on select screens or in the entire Hospital, as needed. The ads can be custom designed or adapted from the TV spots, and are generally enhanced with additional graphic information without any additional cost to the client.

“Our patients and visitors have

**“Visitors have expressed their awe and admiration upon enjoying the screens’ formatting and quality of content. Many vendors have shown interest in promoting their own businesses through this new media”.**

welcomed this system, which replaced the standard television sets that had been installed in those same areas. Comments have been

remarkably positive. Visitors and patients are grateful for this new way in which relevant institutional information is provided”, concludes Baptista.

**UnoLink C.A.**, is the exclusive VAR for Scala® in Venezuela and a leading company in the development of communication networks for Dynamic Digital Content. It has both technological and human resources

to install and serve large scale private circuits, developing and producing high impact multimedia content for these circuits. “Vida” is set to expand operations to Policlínica Metropolitana in late June ‘05 and other large private Hospitals in Venezuela.

