

Press release

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### Benenden hospital creates sensory environment with high-tech edge

Benenden Hospital has opened the doors to its new building, which is focused on delivering a calming and restoring environment for patients including technology as art with OOHSCREEN and LG.

The effects of physical environments have, in recent years, been proved to increase the healing process and well-being of patients and healthcare staff. Recognising this, Benenden created sensory experiences throughout the hospital.

Its light, airy and spacious atrium uses circular patterns on its flooring plus a combination of art and technology to create a relaxing environment for arriving patients. Healthcare employees were encouraged to make suggestions and choose artwork for their wards which also feature fragranced scents to increase serenity and the sense of bringing the outdoors, indoors.

Benenden enlisted OOHSCREEN, pioneers of art media and digital signage communications to manage the project. The company's directors, Hugh Turvey and Lisa Moore initially designed vinyl printed artwork across the large open space but, due to the lack of windows at eye level, searched for technology to bridge the gap between indoors and out.

Patients can now view moving landscape and vertical content, displayed across 15 LG 55" 55LV75A screens as they wait for appointments. The displays are configured in sets of three, resulting in five consecutive HD videowalls. The resolution and brightness of the displays emphasise the artwork created by Hugh that replicates the green fields surrounding the hospital, while maintaining image quality from any viewing angle.

Opened in 1907, the hospital in Cranbrook, Kent, has long been known for its position serving the local community and its members, as well as its ever growing lists for treatments from its tuberculosis days, right through to the modern hospital it is today.

Hugh Turvey, Director at OOHSCREEN comments;

'This has been a rewarding project to be a part on multiple levels; I spent a lot of time exploring the hospital grounds and history to understand its ethos in order to create content for the displays that would continue the hospital's tranquil ambience; LG was the logical choice and the atrium environment is a place where technology meets art to great effect.'

Ian Tolfree, Key Account Manager at LG adds;

'The 55" 55LV75A displays offer HD resolution and brightness which performs well in the high ambient light of the atrium, while its streamline design blends in with the modern aesthetic. Benenden is a great example of technology applied at its best.'

The content is controlled by a BrightSign XD1033 digital signage player, which makes it possible for OOHSCREEN to remotely update the content and manage the sequence of multiple pictures over a

five year period. Seada G4K PRO smoothly splits the content across the displays. All the displays are mounted on Peerless-AV brackets.

Denise Telford, Director of Business Development and Performance at Benenden Hospital Trust, comments;

‘It was important for us to keep the heritage of the hospital running throughout this redevelopment but focus on the future of what we have to offer. It’s been a special project for me as the aim was for the matrons to have a role in selecting themes for their own wards. Hugh and Lisa have gone beyond what we could have imagined and truly created a therapeutic atmosphere through the art and displays. We have already received very positive feedback from patients and they are so popular we are extending the operating times of the video walls.’

**Ends**

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