



Digital signage: The remedy to painful waiting

Mirada Media, Inc., June 04, 2008

URL: <http://www.pr9.net/business/marketing/8322june.html>

Mirada Media Inc. electronic displays promptly became an essential assistant to inform, educate and promote products and services to all CML patients.

PR9.NET June 04, 2008 - Montreal, QC - Mirada Media Inc. is proud to contribute to the modernization efforts of Le Centre Médical Lacordaire, a public clinic located in St-Leonard where two commercial grade 40" LCD screens were recently installed; one in the main reception area and another in the paediatrics waiting room. Surprisingly, waiting has never been so useful; patients and their families can now watch and receive public health information while they wait to be seen by a physician. "As a medical professional, one has the responsibility to disseminate health advisories and to promote information on important health issues. For this particular objective, the results of installing dynamic digital signage have been very beneficial." says Richard Girgis, Director of Operations at Le CML. While waiting, brochures or printed health information might not turn out to be the most efficient communication tools for patients. The new digital signage system can now present the same important information as the printed documentation but in a dynamic and eye-catching way. Mr Richard Girgis added: "In many instances, our clients have expressed their satisfaction in having some form of quality entertainment and useful information during their sometimes prolonged, waiting time. The clinic's staff has also noticed that patients are calmer and less stressed thanks to this new creative diversion."

Mirada Media Inc is confident that digital signage will be an integral part of the clinic's development. For instance, not only will it improve communication between professionals and their patients, but it will also promote different services, decrease perceived wait times and entertain patients while they wait. "Since electronic display systems are also an excellent venue for the clinic's partners to publicize their health-related products and services, the resulting revenue generated will help pay for the system set and all related costs." stated Eric Morello, Mirada Media Inc Director of Marketing.

To give life to the screens installed at the clinic, Mirada Media Inc employs their Channelview system, a commercial grade media appliance preloaded and configured with their CV Player software. This system allows full control of the content as well as the screens, from their office in Anjou. As the clinic is now expanding and opening a new private health service in the same medical complex, Mirada Media Inc. has also been instrumental in providing a variety of value-added marketing services; from updating CML's brand identity to the creation of a new logo and pamphlets. "Today, the fusion of new technology and innovative marketing ideas is the key to success for small and medium-sized businesses as well as large scale enterprises." "As a digital signage integrator, Mirada Media provides SMBs with easy and comprehensive access to this expertise without having to deal with multiple companies", concluded Eric Morello.

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About Le Centre Médical Lacordaire (CML)

Opened since 2000, Le Centre Médical Lacordaire is a public clinic located in St-Leonard at 5650 Jean-Talon, corner Lacordaire, Suite 201. Le CML offers several medical and paramedical services including cardiology, gynaecology, urology, endocrinology, andrology, pneumology, paediatrics, as well as nutrition consulting and many other services. Opening hours are: Monday to Friday from 08h30 to 19h30 and Saturday from 10h00 to 16h00. For more information on Le CML, please call 514- 255-5595 or fax 514-255-8550.

About Mirada Media, Inc.

Mirada Media is a leader of digital signage service integration in Quebec. The complete range of its services is composed of hardware sales (screens, software system, mounting hardware), a professional installation service, graphic conceptualization and design of advertising and interactive content (Flash animations, video production, illustrations), network programming and scheduling with its ChannelView system, on-going network management (monitoring and technical support). Its expertise expands to dynamic digital signage consulting for corporations and marketing planning for digital point-of-purchase advertising. For more information on Mirada Media Inc, please visit www.miradamedia.com.

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