



## TOBB ETÜ Hospital

### Exterity IPTV system helps promote patient entertainment and enhance staff training at TOBB ETÜ Hospital

Founded in Ankara, Turkey, in 2010, TOBB University of Technology and Economics (ETÜ) Hospital aims to provide the finest healthcare to its patients by using the latest systems in preventing, diagnosing and treating illnesses as part of an accessible, continuous, reliable and high-quality healthcare service. The hospital employs over 500 staff and provides accident and emergency care, surgery, outpatient treatments and 100 in-patient beds.



## The challenge

Each day, hundreds of people use the hospital's facilities, including patient rooms, clinic waiting areas and visitor waiting rooms as well as its onsite restaurants and cafes. For many, TV entertainment is a fundamental way to pass the time during long - and often challenging - processes for both resident patients and other guests.

In an effort to help support the needs of patients and visitors, TOBB ETÜ Hospital contacted 4D Sistem Company, a highly regarded system integrator with experience in audio and video technologies, to deploy a new IPTV system across its facility.

## The solution

To offer visitors and patients the latest entertainment, TOBB ETÜ Hospital decided to install an Exterity IP video system in the patient rooms, clinic waiting areas, visitor waiting rooms, restaurants and cafes.

The system facilitates the delivery of entertainment and educational material to 85 patient rooms, 6 public areas and 28 staff desktops. Patient room entertainment includes both domestic and foreign TV channels, which play a significant role in ensuring the comfort of guests by creating a more relaxing environment.

The IP video system also delivers prepared presentations and training videos to enable staff to access medical information, or refresh their training at their convenience from a desktop computer.

As Cihangir KARALAR, General Manager of 4D Sistem Company explained: "Exterity has a great set of extremely flexible solutions that are a perfect fit to meet the requirements of the TOBB ETÜ Hospital environment. In addition, the software management tools are easy to use and allow even non-technical staff to upload and watch pre-recorded video presentations with just a few clicks."

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## The result

The Exterity IP video system delivers high-quality TV and video to screens and desktop PCs across the facility and has proven consistently reliable, resulting in positive feedback from staff, patients and visitors alike.

Gazi Durusulu, IT Manager of TOBB ETÜ Hospital, added: "The wellbeing of our patients and their visitors is essential in helping to promote a pleasant environment in often challenging circumstances. The new IPTV system is part of our ongoing commitment to ensure that every person who visits our hospital is made as comfortable as possible."

The AvediaServer® central management platform used by TOBB ETÜ Hospital allows system administrators to easily monitor channels to ensure content is being successfully added to the network. The server also stores a library of videos, with the option to deliver content to suit each staff's requirements and schedules on-demand, offering a more convenient and personalised experience.

### The Exterity system at TOBB ETÜ Hospital comprises:

- AvediaStream® TVgateways to deliver live digital TV and radio channels to patient rooms
- AvediaStream Encoders to stream video content direct from TOBB ETÜ's server to patients' screens
- AvediaPlayer™ Media Players
- AvediaServer® central management platform





Colin Farquhar, CEO at Exterity, said: "Today's patients are tech-savvy and expect to have TV and video in their rooms. At the same time, the care requirements for patients can change very quickly, and hospital staff need to always be aware of the latest procedures and medical breakthroughs. It's great to be working closely with TOBB ETÜ Hospital to help its staff meet and exceed the needs of its patients using our technology. Being able to deliver both entertainment and training via the same system also showcases the versatility of IP video."

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## About Exterity

Since 2001 Exterity has been designing, developing and manufacturing technically innovative products that deliver video and digital signage over an IP network to some of the leading organizations across the globe.

Enabling distribution of HD quality TV and video over enterprise IP networks to an unlimited number of end points, Exterity solutions support large volumes of content and receiving devices without compromising system performance or availability.

## Highlights

- Deployed in over 40 countries
- Scalable solutions for organizations of any size and across any sector
- Unique industry leading features and market specific application

Headquartered in Scotland UK, we extend our global reach through our offices in London, Paris, Munich, New York, Dallas, Dubai, Sydney, Hong Kong, Singapore and Johannesburg. Localized knowledge and expertise is enhanced through the Exterity StreamForce program of credible, technically innovative partners, plus an extensive network of in-country resellers and distributors.



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