



## DT Research's Digital Signage Solutions in the Tzu Chi Cultural Center



### Background

Tzu Chi Foundation was established in 1966, over the years, the foundation has been contributing to better social and community services, medical care, education, and humanism in Taiwan and around the world. The Tzu Chi built their cultural center in Gandua, Taipei in 2005, after the building was completed, they are looking for digital signage solutions for their lobby to display the cultural contents on the digital video wall with multiple displays

### The Solution

The Tzu Chi cultural center implements DT Research MS2800Ns Multi-Screen Appliances for its lobby. The MS2800Ns features a powerful and energy-saving Intel® X-Series Core™ i9 processor and supports 16 displays signal output with 1920 x 1080 Full HD for high-resolution digital signage applications. The MS2800Ns combined with the WebDT Content Manager and Menu Board Editor software to support multiple zones of content on each screen on the digital video wall in the lobby of the Tzu Chi cultural center.



DT Research MS2800Ns  
with WebDT Content Manager

### The Advantages of DT Research Signage System

**Real-Time Updates:** With the DT Research digital signage solutions, Tzu Chi cultural center can do real-time updates of content, making it easy to display various information for customers on their digital wall, without the need to print new materials.

**Dynamic Content:** Unlike traditional static signage, the DT Research digital signage solution allows for the easy

creation and management of dynamic content. This flexibility enables Tzu Chi cultural center to display a wide range of content, such as videos, images, animations, real-time data feeds, and more to each screen on the digital wall for audiences.

**Cost Savings:** Although there is an initial investment in hardware and software for Tzu Chi cultural center, DT Research's digital signage solution can lead to cost savings over time by eliminating printing and shipping costs associated with traditional signage. It also allows for easy content updates without the need for physical replacements.

**Engagement:** Traditional static signage failed to capture the attention of visitors. The DT Research Multi Screen Appliance provides up to 16 video-out connectors for high-quality and optimal display experience. This can positively impact audiences' perception and engagement; audiences can also gate the specific or important information easily in real-time via the DT Research digital signage solution.

### Results

By embracing digital signage solutions in its lobby, the Tzu Chi culture center successfully bridged the gap between traditional art and modern technology. The dynamic displays transformed the lobby into an interactive and immersive visuals space, enhancing visitor engagement, and visual experience and creating a lasting impression. The success of this digital signage implementation serves as a testament to the power of technology in enriching cultural experiences and building stronger connections with audiences.