



## **DYNAMIC ADVERTISING AND DESIGN**

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### **Dynamic Advertising and Design Launches Patient TV at Princeton Medical Center**

**Galloway, NJ** - Dynamic Advertising and Design announced that it has successfully implemented an in-house hospital TV channel, dubbed Patient TV, for the Princeton Medical Center in Princeton, NJ. The Princeton Medical Center implemented this new and powerful communications system based on the Scala InfoChannel® platform, with a dual purpose, replace the existing system, which was more costly and less flexible, and to facilitate improved communications with its patients and staff.

Patient TV delivers the latest information on health and wellness programs, pain management, physician directories, hospital events, local news and weather and general hospital information directly to the patient's room, 24 hours a day, 7 days a week. Patients receive the latest, up-to-date information in the form of media rich content that is not only visually stimulating but also extremely informative.

"We chose to implement the Scala platform because it provides the perfect mix of features and ease-of-use to allow us to easily expand our communications with patients and members of our wellness center by leveraging our existing in-house television systems," says Amy Franco Rodriguez, Director of Marketing & Public Affairs, Princeton HealthCare System. "Now with the convenience of logging into a web-based management system and a few mouse clicks, we can broadcast key messages in seconds. We also found the product to be very affordable, which is important for us as a non-profit organization."

Dynamic Advertising and Design will launch a second in-house TV network, Fitness TV, for use in the Princeton Medical Center Fitness Center. Fitness TV will provide members with information customized for the facility and managed by in-house staff.

Dynamic Advertising and Design is a full service-advertising agency and is the area's largest Certified Scala reseller. Founded in 2004, the company serves as the primary multimedia provider for several of Atlantic City's Casino properties. "The applications for this software are limited only by your imagination. Any facility can create a branded in-house TV network and manage this network from an Internet connection anywhere in the world", stated Tim Downey, President of Dynamic Advertising. Dynamic Advertising and Design is unique in the fact that they not only sell the Scala system, but also has the staffing resources to manage and provide the graphic content for the networks.

For more information on this or other multimedia projects, please contact Kathy Koontz, Director of Sales at 609-270-5600 or [kkoontz@dadforshort.com](mailto:kkoontz@dadforshort.com)