



Lehigh Valley Health Network Fitness Destination Center

As One City Center transforms downtown Allentown, Lehigh Valley Health Network continues to help transform the health and well-being of people throughout the region with their new, 17,000-square-foot LVHN Fitness location at One City Center. LVHN Fitness includes a full array of cardiovascular and weight-training equipment, along with numerous group classes. The Center also offers massage services, personal training, a state-of-the-art multisport simulator and sports performance programming. Vistacom worked with the hospital to integrate the multitude of digital signage displays that fill the space, offering information to visitors in very well-thought out locations. “The screens were placed to provide the most bang for the buck,” stated Vistacom senior sales representative Rich Mullen. “It

can be very noisy and chaotic at times and so by displaying important information on the signs you are eliminating a huge part of the communication challenge.” Vistacom went with Samsung ME-C Series displays for the slim bezel design and high brightness and contrast, perfect for maximum impact messaging. Another key component to the system is the AMX NI-3100 NetLinx Integrated Controller. This device has the ability to integrate and control a wide variety of components specifically for technology-driven environments like the Fitness Center. Vistacom also created a touch panel design for the AMX Modero that incorporates video switching, audio control and device control which is simple to use and eliminated the need for multiple remote controls that can be complicated and easy to lose. The

result is an effective way to display relevant content and appropriately almost anywhere on their premises. “The Center displays information on class scheduling, promotions, safety reminders as well as additional health and well-being tips,” stated Mullen. “It is a very effective way to communicate in this type of environment. “The use of digital signage at One City Center delivers added value by aligning the active lifestyle of their patrons with information on how to enhance their fitness level, as well as supplying an entertainment source of programming during their workout session. “It is a win-win for everyone,” said Mullen.

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Senior Account Representative
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