



THE CHALLENGE

For children, hospitals are often framed with fear - a visit to one is usually anything but normal. During treatments a child must remain still for 15-30 minutes or longer while surrounded by massive medical equipment. It can be a nerve-racking, uncomfortable, and scary experience. For the new James and Connie Maynard Children's Hospital, Vidant Health envisioned a welcoming, child-friendly environment that would begin at the front door and extend into every corner, with features meant to calm, distract and reduce the anxiety of young patients. Vidant turned to KONTEK for a sensory-driven solution of lights, sound, and visuals.

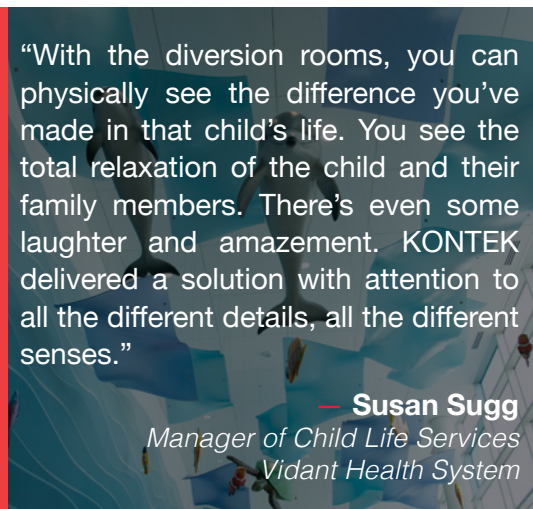
OUR SOLUTION

KONTEK helped create three immersive child-oriented environments:

- An **Interactive Wall** in the outpatient waiting area, where kids encounter a playful, responsive ocean reef animation with sea creatures that respond to the touch.
- Four **Diversion Experience** treatment/procedure rooms that combine engaging video content with surround sound and synchronized, colorful wall-washing lighting. Children may choose an "experience" such as Space Journey, Coral Reef or Sand Story. The technology transforms the intimidating procedure room into a dynamic, imagination-filled atmosphere for the child.
- The **Seascape Theater**, a special events space for young patients and their families to watch a movie, hear a musical performance, celebrate a birthday, or enjoy bingo night. Theater events are live streamed to kids who aren't able to leave their hospital rooms.

HIGHLIGHTS

- **"Under sea" theme** unites every space and reflects the hospital's location near the North Carolina coast
- **Interactive Wall, with custom-developed video animation**, spans a 2x2 videowall with multi-touch surface mounted at child-friendly height
- Diversion Experience rooms include custom video animation and **multi-colored wall washing lighting synchronized to the video content**
- Seascape Theater combines HD digital cinema projection with live performance capability and **live streaming to patient rooms**
- **All systems have simple, intuitive touch panel control**, designed to be managed by the nursing and Child Life staff without specialized AV skills



"With the diversion rooms, you can physically see the difference you've made in that child's life. You see the total relaxation of the child and their family members. There's even some laughter and amazement. KONTEK delivered a solution with attention to all the different details, all the different senses."

— **Susan Sugg**
Manager of Child Life Services
Vidant Health System

