



## CASE STUDY



*New York's Museum of Arts and Design (MAD) needed a system to assist visitors with way-finding and receiving information about the museum and its exhibits.*

*YCD Multimedia used Cnario Suite to provide MAD with a versatile and easily updated digital signage platform that made it easy for guests to find their way through the museum.*

*The final digital signage system provided MAD with a unique display allowing real-time updates of the installation with rich, relevant content.*



## DESIGNED TO ENLIGHTEN

### NEW YORK'S MUSEUM OF ART AND DESIGN INSTALLS NEW DIGITAL SIGNAGE DISPLAY TO KEEP GUESTS INFORMED

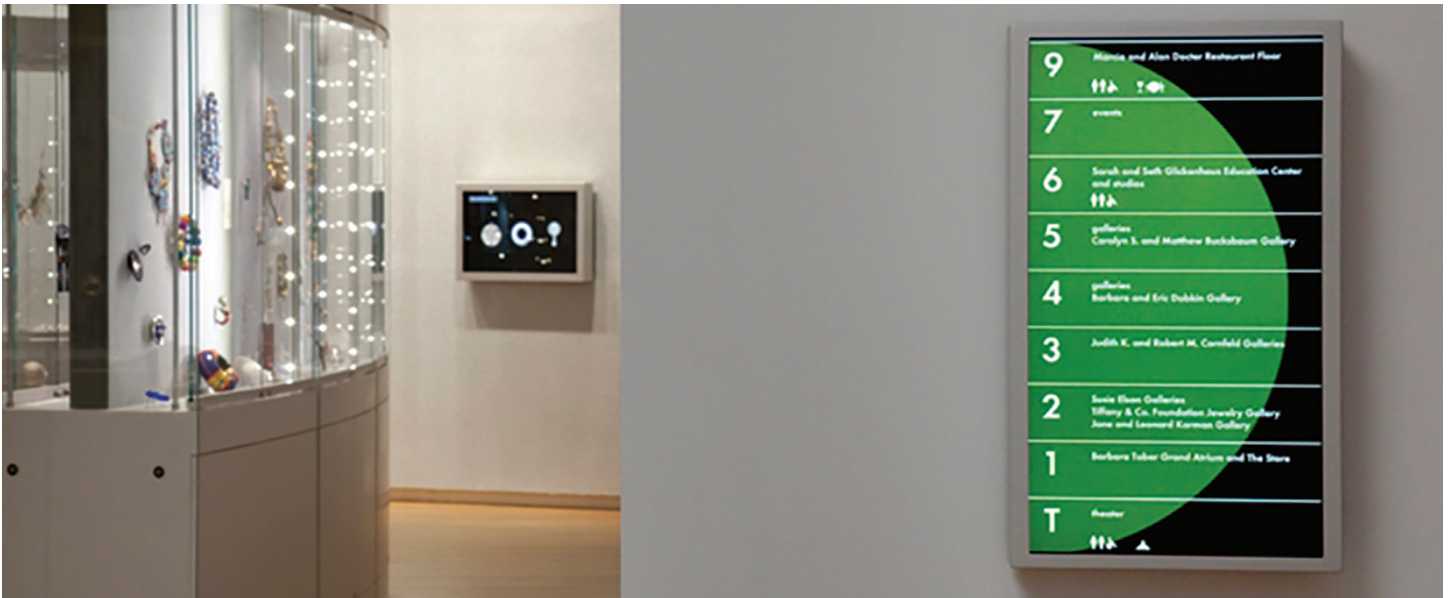
The Museum of Arts and Design is one of the most well-known design, crafts and arts museums in New York.

The core purpose of MAD is to celebrate the creative process that takes materials and crafts them into works that will enhance and exemplify contemporary life.

As one might imagine, contemporary life is ever-changing, which means MAD has a pretty regular turnover of new and exciting exhibits for their visitors. As a result, it is often hard for visitors to know where to go and what the new exhibits are. This prompted MAD to seek out a solution that would allow them to maintain the flow of information without overwhelming museum visitors. Like the exhibits in MAD, all the content needs to be of high quality and played back in high definition.

In order to accomplish this, MAD enlisted the help of YCD Multimedia and after discussing





their needs in detail, tasked YCD with coming up with a workable solution. YCD Multimedia more than delivered, setting up their exceptional digital signage software suite, Cnario, to handle MAD's content playback and quality needs. This would enable MAD users to make updates to their content in real-time. Additional functionality, like predesigned animation templates, also made creating seamless, smooth content transitions very easy.

The final result was a modern and highly capable digital signage solution that successfully helped both inform and guide guests to the museum's many changing exhibits. It also made content updates for MAD users very easy so no matter how much the exhibits changed, changes in content could be made quickly and easily.