



Top: Digital sign in MBC Cafe.
Middle: A dynamically updated MBC donor Wall of Fame.
Bottom: Cafe sign content, featuring stored video, live weather, date and time a customizable ticker.

Memorial Blood Centers

Through AlivePromo digital signage, Memorial Blood Centers sought to provide a unique way to honor its donors on its Donor Wall of Fame and communicate the mission and MBC events on cafe screens. AlivePromo was selected for a **tailored solution** that can't be delivered by simply ordering a box of digital signage software.

AlivePromo worked with MBC to **define objectives and plan** how best to communicate to MBC stakeholders through sign placement.

Digital Signage Solution

With clear communication goals in place, AlivePromo **designed and programmed** a digital Donor Wall of Fame that scrolls through donors by gallon levels across three LCD screens. For the cafe sign, AlivePromo designed a system that features stored MBC video, live weather, date and time, and a customizable ticker.

Equipment was procured and installed by AlivePromo. Content is managed and delivered through AlivePulse, AlivePromo's **digital fulfillment system** that allows MBC to update Wall of Fame and cafe sign content through an internal network.

Networking was performed by AlivePromo technicians. **Ongoing scheduling, monitoring and maintenance** are performed by AlivePromo from its Minneapolis headquarters.

More images at www.alivepromo.com/specialized/MemorialBlood/

"We reviewed our current costs of updating the gallon board and determined that going with AlivePromo's electronic version would actually save us significant money! The response has been extraordinary – we have people who are mesmerized by the effect and will sit and watch it. Most important, the entire process of working with AlivePromo was one of the most professional and smoothest I have encountered in over 20 years in the marketing/advertising business."

- Laura Kaplan, MBC