**SONY**

# AV Solutions for Healthcare Facilities

Choosing the best tools for patient-facing communication and staff collaboration

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# Included in this brochure

# Meeting the challenges of today's healthcare facilities

AV best practices across your site ›

Superior imaging that empowers your workforce, and improves the patient and visitor experience ›

Collaboration and remote communication ›

Digital signage to reach staff, patients and visitors ›

# Meeting the challenges of healthcare facilities

New digital platforms provide new opportunities for engagement, community building, equity – and revenue growth.

Healthcare facilities are transforming at a rapid rate, with many changes driven by the pandemic. Consumer expectations and demands have changed. Fortunately, lessons learned from the recent disruptions in the healthcare system – plus the leadership in product development from world class companies like Sony – have revealed best practices for unlocking better AV solutions, procurement, and total-cost-of-ownership efficiencies for healthcare.

New generation AV solutions are now more attainable than ever. We've expanded our financing options, because one of the biggest pain points in AV today is finding the financial flexibility needed to facilitate the acquisition of the solutions you need.

Key to our approach, beyond enabling the curation of great products, is the service and support we provide, with one goal in mind: having your back, as your technology partner, after the AV solutions are installed and up and running. And Sony offers the same service and support to smaller doctor's offices and clinics as it does to the largest hospitals.

# 83%

Of patients expect to use telemedicine after the pandemic resolves.

**Medical Economics**

## Trend 1 / Rewarding Healthcare Technology Acquisition

Taking medical consultation "beyond the hospital/clinic walls," with new AV collaboration tools, was fast-tracked with COVID, as telemedicine rose to the forefront. But this trend was already in progress, with new government policies that encouraged providers to reach out more proactively to patients. The implications of this trend on AV best practices are significant, as forward-looking healthcare facilities are ramping up new technology acquisition and usage. According to Grandview Research, the global remote healthcare market size was valued at USD 6.1 billion in 2020 and is expected to achieve a compound annual growth rate (CAGR) of 17% from 2021 to 2028.

# AV best practices across your site

Best practices start with choosing the right technology partner. Sony is unique in providing the breadth of solutions to help you get past every pain point of AV – not just clear, bright digital displays and video walls, but also auto-tracking remote cameras, beamforming microphones to get the audio right in any room, digital signage for "hero spaces" like lobbies and any common areas, powerful laser projectors, and cutting-edge AI-driven video analytics. Because accelerating and improving the digitization of staff and patient interaction and collaboration involves the full scope of solutions, not ad-hoc remedies.

## Trend 2: Digital Front Doors and Visitor Management

One of the biggest areas of growth and investment for healthcare facilities is implementing a new kind of "digital front door" using kiosks and digital signage, to screen, greet, and manage the flow of arriving patients and visitors. Technology tools include cameras, displays, and other IoT connected devices.

## Trend 3: Technology-rich Patient Rooms

Patients now expect better technology in doctor's offices and hospital rooms, including access to the apps and entertainment tools they enjoy at home. And doctors expect better access to all patient history and data. A new tech-enabled ecosystem is now possible, with WiFi plus display technology plus software-enabled access to networks.

# Superior imaging that empowers your workforce, and improves the patient and visitor experience

Key to display and imaging flexibility, for any healthcare application, is sourcing solutions from a suppler that offers world-class displays, bright laser projectors, powerful remote cameras and flexible video tools that harness the power of AI.

Sony is a leading supplier of AV/IT solutions to businesses across a wide variety of sectors including corporate, higher education, medical, broadcast, production, digital cinema and retail. We deliver products and solutions that enable the creation, manipulation and distribution of digital audio-visual content that adds value to organizations and their customers.

With over 30 years' experience in delivering innovative market-leading medical products, Sony is ideally placed to deliver exceptional quality and value to its customers. Collaborating with a network of established technology partners, Sony delivers end-to-end AV solutions that address our customers' needs, integrating software and systems to achieve their individual goals.

# Collaboration and remote communication

Displays and projectors are important, but they are just part of the AV solution puzzle. Best practices are emerging around maximizing efficiencies and leveraging the latest audio and video advancements to enable better engagement for staff, wherever they are.

**Better cameras for better collaboration:** best practices include capturing the whole scene, auto-tracking presenters, and increasing engagement with our remote control PTZ, POV, and BOX cameras. You need to choose remote cameras that offer superior image quality, high sensitivity, powerful zoom and tilt and more efficient, simple IP production workflow.

**Edge Video Analytics take collaboration to a higher level:** the most recent AI-based Edge Analytics Appliances empower presenters to deliver engaging video presentation content that previously needed large amounts of time, expertise, and expense to produce. That video capability is now in the reach of any company, if you choose your technology partner carefully.

**Hands-free presentations:** Lavalier or handheld mics can be cumbersome and restrict the movement of a presenter. Beamforming ceiling microphones provide speech reinforcement and recording capability, allowing presenters to focus on delivering their message, and enabling the audience to clearly hear the material.

## Best Practice for Collaboration: AV integration solutions that work together

The savviest AV end users now spec in solutions that work together, not in isolation. Today it's possible to achieve much better synchronization of display, presentation, camera, and audio tools with AV control and video conferencing platforms. Sony specializes in engineering their AV solutions to compliment and work seamlessly with providers such as Crestron, AMX, Cisco, NewTek, Microsoft, Zoom, and more. And as data gathering capabilities in healthcare spaces increase, IT managers can see usage trends for their installed products to monitor and refine their synergies. Sony products are engineered to enhance those synergies with other pieces of the AV ecosystem.

# Digital Signage to reach staff, patients and visitors

Do you need to communicate with staff when they're not seeing patients, or in meeting rooms, or at their desks? Do you need to communicate with patients in common areas to decrease their perceived wait time for their appointments? Communication today means taking your message where your staff, patients and visitors enter the building, wait for appointments, circulate, dine – anywhere they are on your premises.

New hardware and software technology tools are now putting your entire facility into the digital communication equation. The most forward-thinking doctor's offices, hospitals and clinics are using new display signage to bring better communication and messaging to their staff and visitors wherever they are. Because the new, connected healthcare is all about the entire experience, if you do it right – which starts with choosing the best technology partner.

## Best Practice: More efficient SoC-enabled digital signage displays

Choose digital signage displays that are easy for the IT department to deploy and monitor, and easy for content creators at your facility to manage.

SoC (system on a chip) enabled displays that run on an Android platform are an ideal solution. They make it easy to implement an easy-to-install single-screen solution, or as your ambitions and your healthcare facility expand, build a cost-effective, easy-to-manage network with as many screens as you need.

**Patients now in A&E**

Doctors on Call
76

Nurses on Call
105

Wednesday
13:15

| | | |
|---|---|---|
| Major Injuries | 5 | Rooms 14-17 |
| Minor Injuries | 13 | Rooms 1-6 |
| See & Treat | 7 | Rooms 20-15 |

Our commitment to healthcare spans every touchpoint, from before a sale is made through implementation, and post-sale.

# Sony's value proposition

What sets Sony apart? We bring award-winning expertise from the broadcast, music, gaming, movie production, and digital cinema industries to pro AV. Sony is the only manufacturer that develops multiple display formats, multiple camera options, audio solutions, and leverages AI-production tools for business applications.

In addition to traditional AV technologies including displays, projectors, remote cameras, presentation tools, and microphones, Sony also provides specialized equipment as part of complete end-to-end solutions. With a long history in the consumer and professional spaces, healthcare customers can also rely on Sony's professional monitors; speakers and headphones; cloud-based workflows; and content storage, archive and management tools.

But our value proposition is not just about world-class, gold-standard products. We work collaboratively with our partners, integrators, resellers, distributors, architects, designers, and of course, our end-user customers, to mindfully curate complete solutions.

# Curating your entire AV ecosystem

Best practices for designing robust and effective on-site AV products for healthcare environments require attention to the entire ecosystem.

With Sony's solutions you can leverage not just world-class displays and projectors, you can also maximize your operation with high quality image capture, audio reinforcement and recording, and innovative Edge analytics, so all elements work together, seamlessly.
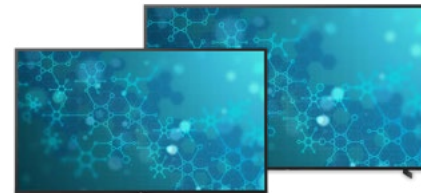
Capture

Create

Display

Project

# Outfitting every space:
# making every healthcare work day more efficient

| Lobbies | Collaboration Rooms | Meeting Rooms | Auditoriums | Reception Areas |
|---|---|---|---|---|

**Crystal LED C-series/B-series**
**Why:** high contrast, high brightness to WOW visitors.

**BRAVIA Pro Displays**
**Why:** high brightness, 24/7 operation, and IP control to communicate via digital signage.

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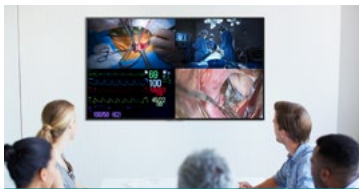
**BRAVIA Pro Displays**
**Why:** powerful X1 or XR processor for superior images, and pro mode.

**Laser Projectors**
**Why:** HDBaseT & LAN control, 20,000 hrs light source, and infinity:1 contrast ratio.

**Network Cameras**
**Why:** compatible with Webex, Zoom, Teams.

**Beamforming Ceiling Mic**
**Why:** clear audio for productive collaboration.

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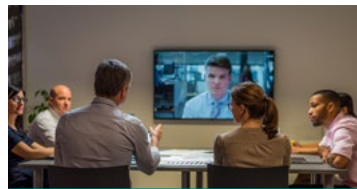
**Crystal LED C-series**
**Why:** accurate color, high contrast, & installation is now simpler.

**Laser Projectors**
**Why:** HDBaseT & LAN control, 20,000 hrs light source, and infinity:1 contrast ratio.

**BRAVIA Pro Displays**
**Why:** larger sizes have become more affordable.

**Network Cameras**
**Why:** Compatible with Webex, Zoom, Teams.

**Beamforming Ceiling Mic**
**Why:** record audio for meeting minutes.

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**Crystal LED C-series/B-series**
**Why:** accurate colors, high brightness, high contrast, HDR capability.

**Laser Projectors**
**Why:** 20,000 hrs light source, infinity: 1 contrast ratio, intelligent setting for long life, and huge screen size at affordable pricing.
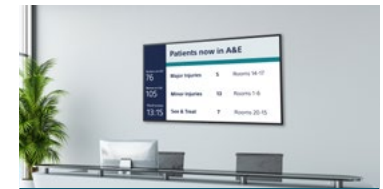
**Network Cameras**
**Why:** Auto Track Presenter with Edge AI.

**Beamforming Ceiling Mic**
**Why:** hands-free lectures with speech reinforcement.

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**BRAVIA Pro Displays**
**Why:** high brightness, 24/7 operation, and IP control to communicate via digital signage.

**Crystal LED C-series/B-series**
**Why:** high contrast, high brightness to attract people back to the office.

# Outfitting every space

Sony solutions cover every aspect of display, collaboration, and communication for office and business environments.

< Auditoriums

Collaboration Rooms >

Meeting rooms >

Lobbies >

< Reception Areas

# Meeting rooms

## PRESENT

3LCD Laser Projectors

BRAVIA Pro Displays

## SPEECH REINFORCEMENT

Beamforming Ceiling Mics

## PRESENTATION CAPTURE

Network Cameras

Beamforming Ceiling Mics

# Auditoriums & theaters

## PRESENT

BRAVIA Pro Displays

Sony Crystal LED

3LCD Laser Projectors

## SPEECH REINFORCEMENT

Beamforming Ceiling Mics

## LECTURE CAPTURE

Network Cameras

Beamforming Ceiling Mics

# Collaboration Rooms
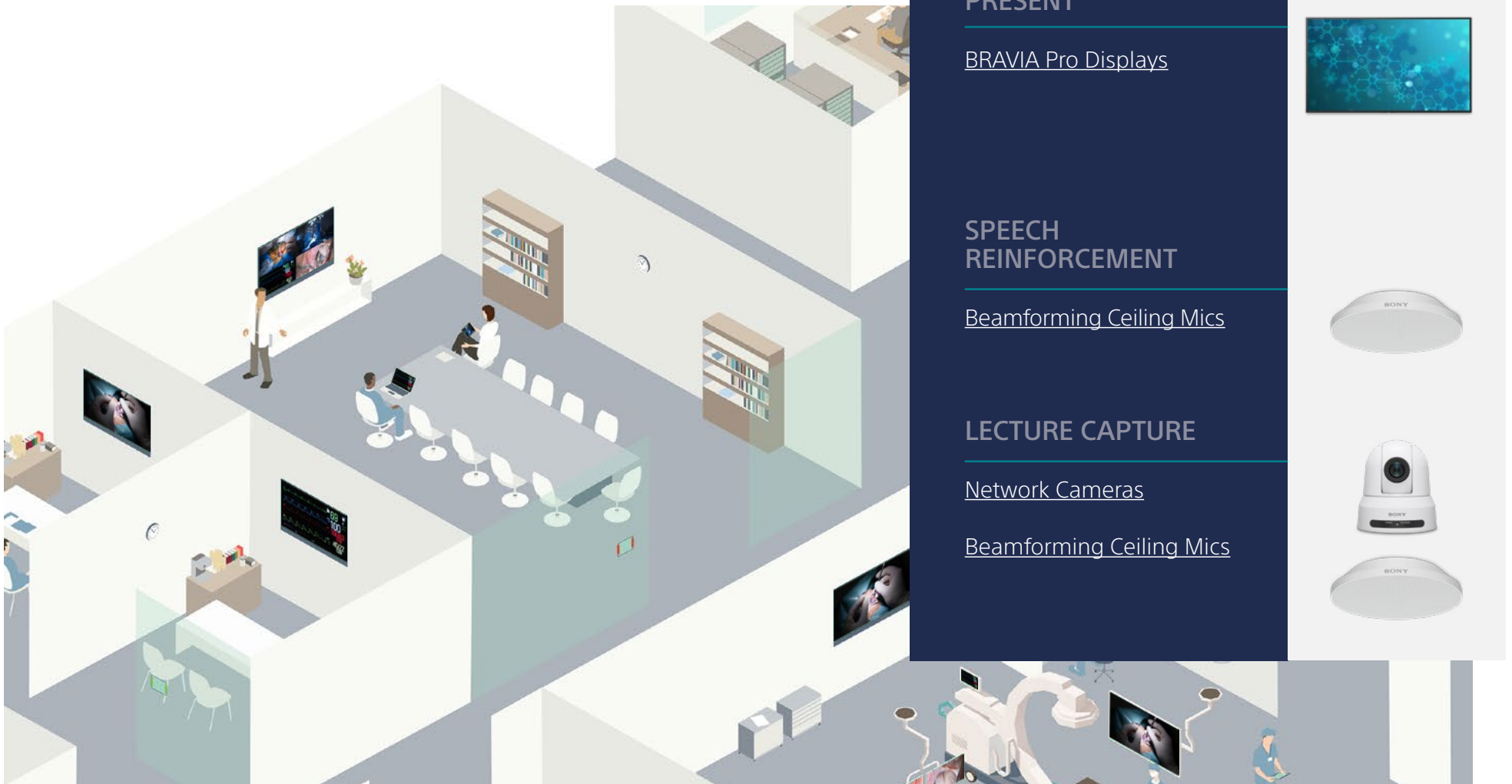
**PRESENT**

[BRAVIA Pro Displays](#)

**SPEECH REINFORCEMENT**

[Beamforming Ceiling Mics](#)

**LECTURE CAPTURE**

[Network Cameras](#)

[Beamforming Ceiling Mics](#)

# Lobbies

**PRESENT**

BRAVIA Pro Displays

Sony Crystal LED

**SPEECH REINFORCEMENT**

**LECTURE CAPTURE**

# Reception Areas

**PRESENT**

BRAVIA Pro Displays

**SPEECH REINFORCEMENT**

**LECTURE CAPTURE**

# Powerful displays

Leverage the quality, reliability, and collaboration-friendly features of BRAVIA for your healthcare facility with the latest range of ultra-slim and energy efficient professional displays. Available from 32" to 100", they are installation-friendly and easy to manage for your IT department.

The 4K resolution LCD panel (3840 x 2160 pixels) ensures incredible color, contrast and realism, with four times the detail of Full HD. All models are HDR compatible, displaying a wider range of brightness levels for a level of detail and realism beyond anything you've seen before.

Clinicians can easily cast content from a laptop, tablet or smartphone to collaborate with colleagues. Sony Pro BRAVIA is the only display that supports both Google chromecast™ and Apple Airplay™ 2, providing a simple, quick and seamless connection from a mobile device. Clinicians can stream, control, and share content directly from their device to the display for efficient and collaborative discussions.

**Find out more**

# Bright projectors

There's been a resurgence in the use of projection for healthcare meeting rooms and auditoriums – because the lamp-free, better TCO (total cost of ownership) advantages of the best, new generation laser projectors are clear. And many applications need the larger-screen-size-for-the-budget and portability advantages of laser projectors. But all laser projectors are not created equal. Sony's 3LCD and 4K Pro SXRD projectors have proven themselves time and again, in the most rigorous business use cases.

- Our 3LCD series projectors include Reality Creation image processing to deliver extremely bright, rich and stable colors with great clarity. The innovative Intelligent Settings function simplifies installation and maximizes performance based on specific environments.

- Our 4K SXRD professional projectors feature an exclusive SXRD chip that produces high-contrast images, which can be essential for clear communication to medical staff in large auditoriums or research facilities.
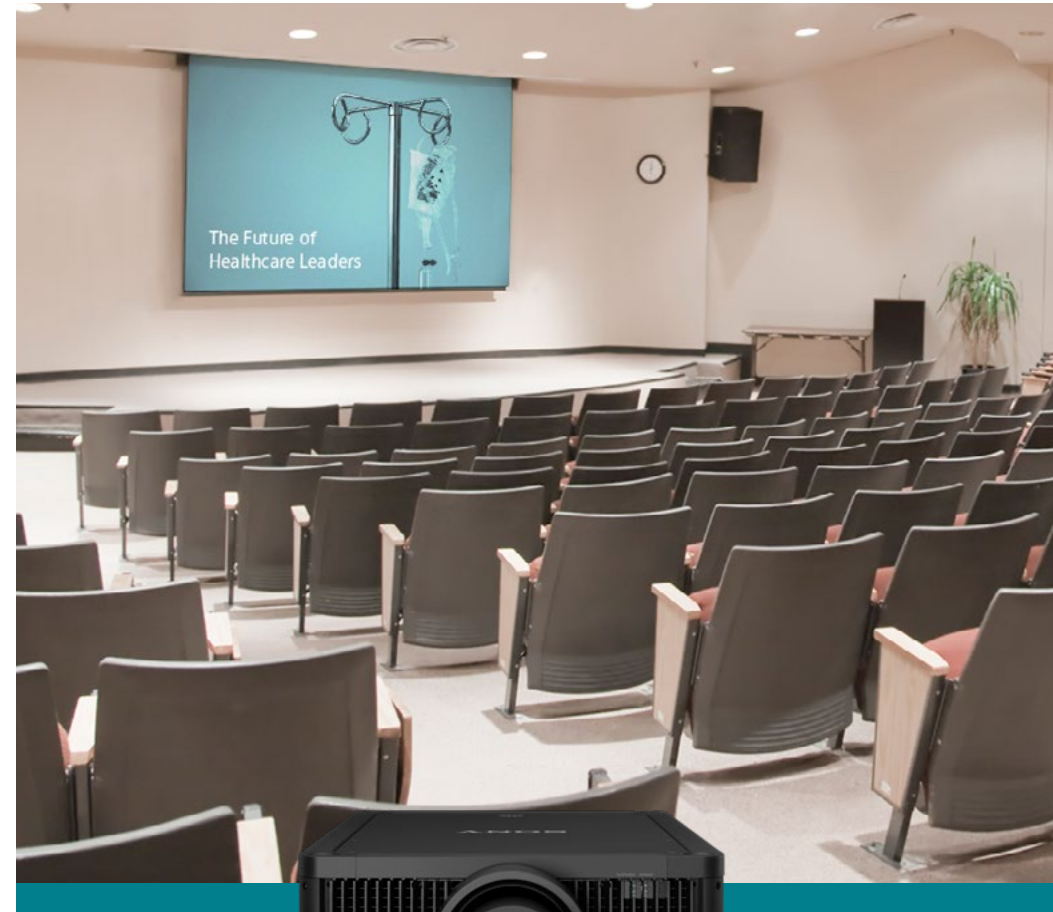
**Find out more** ❯

# Astonishing videowalls

Sony is leading the drive to bring the benefits of spectacular, high resolution direct-view LED to healthcare applications. Our Crystal LED C-series and B-series take your facility to a higher level of branding and messaging, or collaboration – in lobbies, boardrooms, videoconferencing spaces, research facilities, and more.

- Immersive high brightness images, with unprecedented depth and detail.
- Stunning contrast, HDR ready – the tiny size of each micro-LED element, combined with 22bit Super BitMapping, results in an extraordinary contrast ratio of more than 1,000,000:1 – far beyond the performance of conventional LED array systems – for smooth, natural tonal gradients.
- Crystal clarity, with no image artifacts or picture noise.
- Exceptionally wide viewing angle, with no color shift from any viewpoint or angle.
- Seamless images on any scale, with no visible gaps or tiling lines between display modules.

**Find out more**

## Direct-view LED

For video walls, direct-view LED (dvLED) is on the rise. In addition to the excellent brightness, contrast, and general "wow" factor of LED, these dynamics are driving increased use:
- Better affordability and lower power consumption than just a few years ago.
- More flexible design options: can be tailored to any format/shape for any architectural need. And large video walls benefit from LED advantages especially.
- Better Serviceability – front access is by far the preferred design.

# Image Capture

Sony's 4K and full HD PTZ cameras take your video creation and videoconferencing to a higher level. Smooth, silent operation combined with a powerful zoom range means you can capture every presenter and contributor with crisp clarity.

The new Exmor R CMOS Sensor in all Sony cameras ensures high quality 4K images with less noise. The SRG line supports multiple camera control protocols, multi stream codec as well as NDI®|HX offering great compatibility and flexible IP. Control is easy, over standard IP networks as well as the ability to stream video over the same network connection.

Our compact POV and BOX remote cameras deliver high-quality images at 4K 60P, alongside full IP connectivity. Users can select wide-angle or the powerful optical zoom models, which offer users new options for sites that are hard-to-access or where there is no space for a full-sized camera and dedicated operator.

**We consistently work with third party companies for certification and compatibility testing for presentation capture, control systems, and streaming and unified communications.**

[PTZ and Remote Camera Compatibility Chart >](#)

**Find out more**  >

# Clear Sound

Our Beamforming Ceiling Microphone frees presenters to focus on their materials without the hassles of lavalier or hand-held mics.

The microphone is incredibly simple to install as it supports the Dante®* digital audio-over-IP networking standard and Power over Ethernet (PoE) so power is managed through a single network cable. It also features auto-noise reduction capabilities to minimize background sound, making it ideal for presentation capture.

The microphone can be easily integrated into existing AV setups and used with a wide range of products and supports central setting and management of multiple microphones in various rooms via IP.

**Bass Boost**   **Dante®and PoE compatibility**   **Status LED**   **API**

**Find out more**

# Live and recorded presentations

With the innovative Sony Edge Analytics Appliance, you can easily create impactful video content that can be displayed live or recorded. The use of Artificial Intelligence-driven GPU video analytics technologies acts as the smart hub of a connected AV setup, and the compact and light-weight unit automatically generates compelling video content in real time:

- Triggers the camera to zoom in and frame a team member that stands up to speak

- Tracks presenters to keep them within frame and in focus as they move in the room

- Zooms in on an audience member to show reactions or highlight questions

- Extracts characters and diagrams in real time from white or black boards to keep the material infull view

- Creates animated imagery, still pictures, and supporting graphics

- Shows two different images at once for added impact

**Find out more**  >

# Customer focused programs

As a technology leader in AV – with award-winning audio, video, and display solutions – Sony can be a valuable partner to help you unlock best practices for healthcare. We offer gold-standard support and valuable programs to back up gold-standard products.

## Customer Loyalty Program

Rewards end-user customers who have purchased combined quantities of our select BRAVIA Professional Displays, Professional Laser Projectors and PTZ Network Cameras.

**Customer Loyalty Program >**

## Advanced Replacement Program

Customers that may experience a problem with a BRAVIA Professional Display or VPL-Series Professional Laser Projector (excluding VPL-G, VPL-H, VPL-W models) while still under warranty may be entitled to receive a replacement unit at no cost in exchange for the return of a unit that is determined by Sony to be defective.

**Advanced Replacement Program >**

## Zero-Percent Finance Program

Turns a customer's wish list into reality with a Sony-sponsored lease financing program available from DLL, and take advantage of 12-month, 0% financing on select Sony professional products.

**Zero-Percent Finance Program >**

# Your investment – protected.
# Our service commitment

All of Sony's professional products are backed by our product and parts professional warranty, which ranges from one to five years.

For post-sales support, our service centers and field service engineers offer responsive repair and maintenance services. Telephone support is available Monday through Friday from 10 am to 6 pm ET.

Our Advanced Replacement Program for select BRAVIA Pro Displays and VPL-Series Pro Laser Projectors still under warranty, ensures peace of mind secures the longevity of your product.

SupportNet® service contracts go beyond a standard warranty with access to expert technical assistance.

Product information for each model is readily available on the pro.sony website, including features, specifications, accessories, and operations manual, software and firmware downloads.

After purchase, end-user customers can register a new product to receive updates on firmware upgrades, product trade-in programs and more, to help get the most of new gear.

Learn more >

# Customer stories

## Young patients enjoy live entertainment streamed directly to their bedside

## Digital aquarium has the power to calm young patients awaiting surgery

## Video streaming transforms teaching at Alder Hey

| | | | |
|---|---|---|---|
| **Capture** | **PTZ Cameras** | | 4K & NDI\|HX Ready |
| | **POV Cameras** | | 4K 60p - Wide Angle Lens |
| | **BOX Cameras** | | 4K 60p - 25x Optical Zoom |
| | **Beamforming Ceiling Mic** | | MAS Series |
| **Create** | **AI-Based Video Analytics** | | REA Series |
| **Project** | **Laser Projectors** | | 3LCD Ultra-Compact |
| | | | 3LCD Mid-Range |
| | | | 3LCD Large-Venue |
| | | | 4K SXRD |

| | | | |
|---|---|---|---|
| **Display** | **BRAVIA Professional Displays** | | **Pro Series 32" to 100"** 24/7 operation, designed for landscape, portrait and tilt |
| | | | **Pro Tuner Series 55" to 85"** 18/7 operation |
| | **Crystal LED Modular Video Walls** | | **High Contrast** C Series |
| | | | **High Brightness** B Series |

# Find out how Sony can help you transform your healthcare facility.

**Contact us**

SONY