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.