Case Story

AVI-SPL implements Cisco’s Digital Media Suite (DMS) to give the Moffitt Cancer Center solutions that makes it easy to share its video library and provide information to visitors and patients.

Develop A Single Media Platform

The H. Lee Moffitt Cancer Center is a nationally recognized, leading cancer research institute and hospital that was seeking to share its video content with other hospitals and drive visitors to its website.

Founded in 1986 in Tampa, Fla., Moffitt is listed in U.S. News & World Report as one of “America’s Best Hospitals” for cancer prevention and treatment. It includes more than 200 private patient rooms, the Southeast’s largest Blood and Marrow Transplant Program, clinical facilities, outpatient treatment programs that record more than 320,500 visits a year, the Moffitt Research Center, and locations in the community for screenings and prevention programs.

Over the past 15 years, AVI-SPL has partnered with Moffitt to outfit more than 60 meeting spaces as well as several auditoriums and to design its video conferencing infrastructure. AVI-SPL continues to partner with Moffitt regularly to refresh technology and plan its communications roadmap.

In late 2010, Moffitt asked AVI-SPL to develop a single media platform to share content with patients and visitors as well as a broad network of clinicians and sites. The system needed to replace current static signage but also quickly and easily translate a 25-year archive of analog content into a streaming video format. Moffitt’s new media platform had to be future proof as well as backwards compatible.

Creating “Moffitt On Demand”

AVI-SPL implemented Cisco Show and Share, which the client relabeled “Moffitt on Demand.” This solution enables Moffitt to

“...
Moffitt can now design, deliver and manage a library of digital content from a centralized system.

Moffitt can now design, deliver and manage a library of digital content from a centralized system. This system can connect their message to more than 40 high-resolution, large-format monitors throughout the campus at the click of a button.

Thanks to Cisco’s MXE3500 (Media Experience Engine), the Moffitt IT team is free from the time-consuming and manual process of transcoding from one format to another.

The MXE3500 also enables Moffitt to specify templates for watermarks, trailers, bumpers, and captions for all video being shown on signs or online.

“The feedback has been nothing short of extraordinary,” says John Maass, manager of conferencing technology at Moffitt. “Many of our patients have stated that they’ve been waiting for this to happen at Moffitt for some time.”

A Community of Healing

The ability to quickly and easily share valuable research findings, lectures or archive materials with the community of cancer researchers, clinicians and doctors takes Moffitt’s role as a steward of cancer research and treatment development to new heights.

About AVI-SPL

At AVI-SPL, we believe that the right connections empower the ideas and innovation that drive business forward. As the world’s leading video communications partner, AVI-SPL designs, builds and supports the systems and environments that enable communication and collaboration.

With highly-trained and certified system engineers throughout 34 offices across North America and an international network of solution providers in 30 countries, we’ve built the infrastructure and partnerships to help any business realize and meet its communication goals.

About Cisco

Cisco Systems, Inc. is a worldwide leader in networking for the Internet. Cisco’s strategy is based on catching market transitions - the market transitions that affect our customers. With the proliferation of video and collaborative Web 2.0 technologies, the network continues to evolve from the plumbing of the Internet - providing connectivity - to the platform that will change the way we work, live, play and learn.