

PLACES OF WORSHIP

Stronger Connection, Closer Community - Digital Signage Unites the Whole Church Community Together

BRIEF PROFILE

Place: USA

Industry: Places of Worship

Solution:

- SMP Player x 26
- CMS Server x 1

Lenexa Baptist Church

Lenexa Baptist Church is a church with multiple campuses united in Kansas city of the United States. The church was first named as Westside Baptist Church in 1988 and started its first service in the Christa McAuliffe Elementary School. In 1990, the church selected its first Pastor, Steve Dighton, who led the church for 25 years and have a significant impact on the community. Lenexa Baptist Church has a high reputation, which was recognized as one of the elite and standout churches in 2005 and 2007.



Background:

Because having multiple campuses located in different regions, Lenexa Baptist Church finds it difficult to deliver messages to parishioners. Moreover, the church needs to build the interactive mission wall for promoting community activity. Therefore, Lenexa Baptist Church decided to implement CAYIN digital signage solution to generate a stronger bond between the main church and its campuses, building a stronger community. With the assistance of MediaVision Solutions LLC, CAYIN's partner, the project was successfully accomplished and had a satisfying outcome.

Better Communication and Branding Platform

The church has much to do with linking community members from many places, which is made efficient and much easier by the digital signage solution rather than traditional display ways. Lenexa Baptist church hit a snag with their traditional communication

platform to deliver messages to parishioners across its three campuses and found CAYIN digital signage solution to sort out this problem. With the powerful function of CAYIN SMP-2300, message delivery is no longer restricted by time and locations. Church staff can remotely manage display content from their web browser, ensuring the integrity and consistency of disseminated messages across campuses of different regions to connect better with the community. Moreover, CAYIN SMP-2300 is not limited to message format as well. It supports multimedia formats including 4K HDMI video, YouTube Video, Flash® animation, HTML5 web page, image, music, and text ticker. Leveraging this feature of CAYIN SMP-2300, Lenexa Baptist church installed four players in the lobby of the main church to broadcast live services receiving from its Jtech ENCH4 H.264 1080p@60Hz Encoder to campuses.

Furthermore, digital signage plays an essential role in visualizing the brand of church. Lenexa Baptist church installed the display screens in both landscape and portrait orientation in size from 42" to 72" that controlled by CAYIN SMP-2300 and SMP-2200 for customized needs of each campus. Despite difference in shape, each digital signage of venue conveys a clear, consistent church brand's message and value, building a strong bond between the different campuses and unites the whole church together.

Drive Awareness and Encourage Participation of Community Activity

Digital signage is capable of creating an immersive experience by displaying various relevant content, such as videos and photos of the activity, bringing the story to life to drive awareness of community events and increase attendance. Lenexa Baptist church utilized CAYIN SMP-2300's feature of delivering the instant and media-rich message to increase the audience's engagement with the interactive mission wall. The content was displayed on a vertical 50" TV with IR bars. Church members can obtain a list of detailed information regarding current mission trip opportunities, and then interact with photos and videos of each trip on it. CAYIN digital signage solution not only brings a modern way to attract younger members and encourage participation but also offers a better communication strategy to retain the existing ones, expanding and strengthening the whole church community.

CAYIN Technology in Brief

CAYIN Technology is a 16-year professional digital signage solution and software developer from Taiwan. By offering a complete portfolio of appliance-based digital signage solutions, CAYIN dedicates itself to being a reliable partner to clients worldwide and has successfully set up various applications globally. In order to best facilitate the deployment of its products, the company also provides tailored services to satisfy the ever-growing market demand for almost limitless applications.

MediaVision Solutions, LLC in Brief

Established on the Gulf Coast of Florida in 2007 by owner, Chris Rubal, MediaVision Solutions has been focused on the digital signage industry for over a decade. Our broad experience in hardware, multimedia creation and delivery combined with our dedication to customer service is MediaVision Solutions' foundation. We have been a value-added reseller and partner of Cayin Technology for over 10 years.



CAYIN Technology Co., Ltd.

3F., No. 57, Sec. 3, Zhongshan N. Rd., Zhongshan Dist., Taipei City 104, Taiwan

TEL: +886-2-25951005 FAX: +886-2-25951050

sales@cayintech.com <https://www.cayintech.com/>