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CDC - Center for Disease Control, USA

Installation : CED Communication Electronic Design

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The new visitors center at the Centers for Disease Control (CDC) in Atlanta features a multi-story atrium with 18 image areas whose ever-changing image sequences are created by Dataton WATCHOUT modules under the control of a Medialon Manager system. Medialon Manager also integrates environmental lighting control.

The CDC's media producer "wanted to do a continuous show that was totally non-repeating, completely random" and unpredictable, notes Tim Creed, president of CED Communications Electronic Design in Louisville, Kentucky, which was responsible for the systems integration. The show also had to be capable of being updated with new imagery when desired. Several playback formats and control systems were tested and the best option to meet these parameters was deemed to be a Dataton WATCHOUT system under the control of a Medialon Manager system. The screen content is a combination of stills, video and graphics pertaining to public health throughout the world.

The system also incorporates an extensive switching, routing and scaling configuration, which gives the CDC the ability to display multiple video and graphic sources on selected screens for special events such as VIP visits or for breaking health news or live health conferences.

The WATCHOUT show consists of three stories, composed of still images, multiple HD video streams encoded for PC playback, graphics with audio stings, and transitions, which can be called up to play on an array of 18 rear projection and 50-inch plasma screens. "All of the playback logic comes from Medialon," notes Creed. "John Sacrenty wrote a seven-day-a-week module that makes it possible for the client to go in and have the random engine bypass certain snippets or weigh other snippets to play more often."

"We're very impressed with Medialon; we love it," says Creed. "It was our first time doing a live-style show system, and we found Medialon was very easy to use. It also controlled most of the devices through the network IP."

Douglas Mesney served as WATCHOUT programmer on the project and John Sacrenty was the Medialon programmer.