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About Us

Parallax Solutions is an information technology consulting firm located in the Waterloo/Cedar Falls area. What we are trying to bring to the table is a clear understanding of how offices can utilize hardware and software to effectively manage their electronic information.

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I hope you have enjoyed this issue of our newsletter. If you are concerned that your network isn't living up to its potential, give us a call.

**Sincerely,**

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Health  
Information Technology  
Consultant  
Parallax Solutions  
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Featured Products

[Rise Display](#)

Issue: # 8

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We have moved to our new location at 2515 Cyclone Drive, where we are now co-located with Mauer Eye Center and d'vine medical spa. I would personally like to thank everyone who helped make the move a success. It was quite a challenge getting old and new equipment placed at the new building along with getting new technologies set in motion.

Special thanks to Rob Frett ([Technicom](#)) for getting a trouble free phone system in place along with the phone and data cabling. We would also like to thank Maximum Sight and Sound for their help in outfitting the center with outstanding audio/video equipment.



**Make your televisions work for you with digital signage...**

With the opening of the new Mauer Eye Center, Parallax Solutions was tasked with making use of eight LCD displays scattered throughout the building to get important content to the patients and clients.

After much research, we chose to go with [Rise Display](#), which specializes in digital signage solutions. They are able to take ideas and turn them into templates, which end up looking a lot like interactive websites. This allowed us to be able to brand the displays with the Mauer Eye Center logo while at the same time being able to broadcast live television and in-house advertisements in a loop. The result is interesting and dynamic content that captures attention while still allowing patients and visitors to enjoy cable television in the waiting rooms.

One challenge was getting the Rise Display content to all of the televisions from a central point. To accomplish this, we first installed the Rise Display server in the Mauer Eye Center server room. To get the signal from the Rise server to the LCD displays we used Geffen VGA extenders and a Kramer audio/video matrix switcher. The Kramer matrix switcher takes input from the Rise Display server and sends it to the displays using the Geffen VGA extenders, which take audio/video signals and transmits them over regular Cat5e data cable.

For the Eye Center, we set up three channels that are broadcast from a Rise Display engine server located in the Mauer Eye Center server room. One channel is devoted to several waiting rooms, showing cable TV and custom

advertisements, sports scores, top news, etc in a cycle. The second channel is for the optical department where custom advertising cycles through a branded template on 20" LCD displays. The third Rise channel sends branded content to a 65" LCD display mounted in the front entrance. The Kramer matrix switcher ensures that the right content gets to the right place. (I can't forget to thank Tom Rasmussen for figuring out the switcher.)

Below is an example of a 42" display cleanly mounted in a large waiting room at Mauer Eye Center.



Content can be created and managed through a web interface which can be accessed anywhere any time. Nothing could be easier.

The eye center has gotten lots of comments and positive feedback on the displays. Being able to advertise specials for the eye center and d'vine medical spa on one convenient and highly visible medium offers a high return on investment.

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