CASE STUDY

Bluefin Digital Monitors Transform Patient Room Signage in Ontario (Canada) Healthcare

Bluefin 21.5” Flex-OS Screen

- 1920x1080 Resolution
- 500nit Brightness
- 24/7 Functionality
- Touch and PoE, Optional Wi-Fi
- Built in SoC options: BrightSign Built-In, Intel Ocean or Android Reef
- Included HDMI connectivity

When staff tell us they won’t ‘open a room’ unless the display is up and running, it speaks volumes about the trust they’ve placed in this technology.

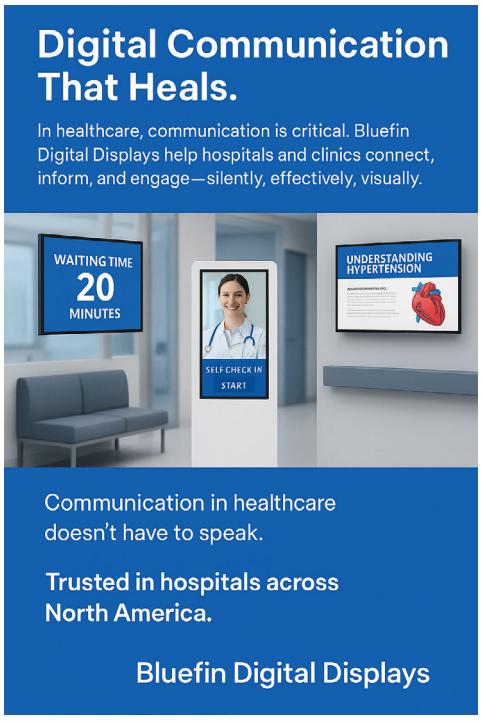
The Background:

The Province of Ontario’s hospitals built under the **Public-Private Partnership (P3) model** follow the **Design-Build-Finance-Maintain (DBFM)** approach to ensure facilities are delivered on time, on budget, and remain in “as-new” condition for 30 years.

Within this framework, **Johnson Controls** plays a key role in technical operations and maintenance, including responsibility for **digital signage communications.** Their trusted partner, **Capital Networks Limited**, has deployed signage solutions across multiple healthcare facilities in the Province of Ontario. As signage hardware ages, **lifecycle management** becomes essential. Capital Networks—led by **President Jim Vair**—partnered with **Thorvin Electronics,** a Canadian value-added AV distributor, to identify and deliver the right next-generation replacement solution.

The Challenge:

At a **major Toronto hospital,** patient room status



monitors had reached the end of their lifecycle. These monitors are vital:

- They are positioned outside every patient's room.
- They display **real-time precautionary information** sourced from the hospital's EMR system.
- They communicate critical alerts such as infection risks, PPE (protective clothing) requirements, and safety notices for staff and visitors.

Key challenges included:

- **Zero tolerance for disruption:** In an active hospital environment, construction-related activity (dust & debris) was not acceptable.
- **Integration needs:** New displays had to support BrightSign OS for enterprise-level remote management
- **Custom fit requirements:** Replacements had to match existing surrounds to avoid costly structural work.

The Solution:

After rigorous evaluation, Bluefin Digital Displays with BrightSign Built-In were selected as the ideal solution.

Hardware deployed:

- **Model:** 20-3008-1233, 21.5" Finished Frame BSBI (HS145)
- **Customizations:** Glass front, precision mounting to fit existing surrounds
- **Connectivity:** Power over Ethernet (PoE)
- **Storage:** 16 GB MicroSD (BFN002)
- **Software:** BrightSign OS for robust enterprise signage management

Why Bluefin:

- **Custom sizing** allowed seamless integration with hospital infrastructure—no construction needed.
- **Embedded BrightSign OS** provided remote monitoring, firmware updates, and centralized content control.
- **Infection-prevention-compliant**—deployment required no dust-producing modifications.

Deployment:

- **Total Units:** 690 Bluefin monitors
- **Phase 1:** 450 units installed
- **Phase 2:** 240 units shipping & deployment scheduled post–July 1, 2025

Each display now integrates directly with the hospital's EMR system, presenting **real-time patient precautionary data** at the point of entry.

Outcomes & Benefits:

- **Operational efficiency:** BrightSign OS allows IT and facilities staff to manage displays remotely, reducing on-site servicing needs.
- **Lifecycle alignment:** Bluefin's customization extended the useful life of existing infrastructure, avoiding unnecessary construction and cost.
- **Scalable platform:** The project sets the foundation for future signage upgrades. The next phase will expand into additional digital signage use cases using e**xternal BrightSign-enabled media players with Bluefin displays.**

Reference:

"It's gratifying to see how the hospital staff have embraced the Patient Room Status Monitors powered by our Audience™ platform. The ability to glance at a screen and instantly access critical patient information not only saves valuable time but also enhances confidence and coordination among caregivers. When staff tell us they won't 'open a room' unless the display is up and running, it speaks volumes about the trust they've placed in this technology. Even more encouraging is hearing that team members are updating their EMR systems more frequently because they can see how that information is being used to benefit doctors, nurses, staff and patient visitors."

— Jim Vair, President, Capital Networks Limited

Conclusion:

This project showcases how **Capital Networks, Thorvin Electronics,** and **Bluefin International** collaborated to deliver a **future-proof digital signage healthcare solution.** By combining **custom hardware design, BrightSign OS integration,** and **infection–control–sensitive deployment, this hospital can now rely on seamless, real-time patient status communication,** boosting both safety and operational performance.

Results:

690 New Bluefin Digital Monitors.
Zero Disruption.
Maximum Impact.

Written by Thorvin Electronics, in partnership with Bluefin and Capital Networks, delivering innovative healthcare signage solutions.

Bluefin specializes in providing interactive, high-quality digital displays for various industries, including healthcare, education, and business. By combining sleek design with advanced technology, Bluefin delivers impactful, user-friendly solutions that engage and inspire users while enhancing operational efficiency.