



## KNOLLS RETIREMENT COMMUNITY Tuning into Well-being thru Digital Signage

The outdated and broken system at the Knolls Retirement Community was to give residents a dedicated TV channel to community events. Arreya created a simplified, ChromeOS integration saving The Knolls money, and time and helping residents engage and connect during pandemic isolation.

### For People - Not for Profit

The Knolls, a Bethel Community in Valhalla, New York is home to over 200 residents. Since the COVID pandemic began, The Knolls have embraced the Arreya digital signage television channel as a way to provide structure and entertainment to isolated and fragile people. Digital signage is seen throughout the facility in hallways, in common areas, as well as residences and the 24 hr. care facility. The television channel that runs through the facilities cable installation displays a variety of videos, information and other engaging content. The pandemic was a challenge that The Knolls solved with digital signage. Keeping residents happy and healthy.

"It works great for keeping residents engaged and happy."

Marianne DeAngelis, Director of Cultural Arts

### From Background Content to Engaging Programs

The team in charge of digital signage at The Knolls was looking for something that was cost effective, scalable, and easy to use. The old editor they used was expensive, tricky to use, went out constantly, and there were always problems with the software. After searching for a while, the team contacted Arreya Digital Signage software and Arreya responded with the complete package. Arreya software checked all the boxes. The Knolls began using Arreya to easily schedule content, set reminders, publish locations and notify residents of community happenings. Arreya Digital Signage software was a big part of The Knolls prior to 2020, but it was not until COVID19 that they began using Arreya to its full potential. Integrating YouTube videos, creating the "Night Owl TV". Many seniors have insomnia and became more restless being confined. The introduction of "Night Owl TV", a schedule of content consisting of old movies, opera shows, guided meditations, fireplaces with soothing music, live videos of the night sky and more to help residents feel comfortable during sleep hours.

### Expanded Digital Signage for All to Enjoy

Soon enough residents were hooked on the content that was provided on "Night Owl TV", and there was a push to expand the programming to cover the rest of the day. The Knolls team assembled the now beloved, "Channel 591", in tandem with "Night Owl TV", making it so residents always have events to watch through the Arreya channel. Programs shown on "Channel 591" are now a part of resident's daily schedules, and were added to weekly and daily itineraries. The Knolls has continued to scale "Channel 591" to cover large variety of content exercise programs, ballet, therapeutic talks, opera, documentaries, art lectures, movies, jazz music, forest walks, and so much more. The team even has content catered for each season.

As of 2021, they have created over 500 presentations for the residents to view. A lot of time goes into researching videos and information to display for residents, but her time using Arreya is minimal, because the team find the Arreya Creative Studio easy and intuitive. The ability to schedule hundreds of presentations makes it hands-off to display the large variety of content.

When The Knolls has network issues, the team gets countless calls from residents and their families asking when "Channel 591" will be up and running again. Residents are also sure to let her know when she uses to much of the same content, which pushes her to constantly research and add new things.

### Growing Beyond COVID19

After the pandemic and isolation, "Channel 591" lives on at The Knolls and is growing with The Knolls into the other senior living facilities . Arreya is the system that livestream video council meetings, so residents can see the meeting without traveling. The Knolls have been able to engage and excite residents with the different programs offered on the Arreya channel. Keeping the senior minds and bodies moving and happy is the key to the success of the "Channel 591 - Arreya Digital Signage at The Knolls.

### at-a-glance

Enriching lives is the goal of The Knolls. Using Arreya digital signage, they are enhancing seniors daily life. Everything from livestream events, birthdays, old movies, even sleep content. Channel 591 is the go-to for information, therapy and entertainment to nurture a vibrant community of seniors.

Their Arreya cable channel makes it easy for residents even to view information on tablets and computers as a PWA. Connecting residents throughout the senior living community.



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