



HISTORIC PRIVATE BANK IMPLEMENTS LEADING EDGE DIGITAL SIGNAGE AND IPTV PLATFORM

One of the world's leading and oldest Private Wealth Management Banks has recently undergone rebranding and technology upgrades, as part of its UK Headquarters' refurbishment project in London.

As part of the refurbishment, the bank required a new Audio Visual technology solution that would match its new look and feel, and highlighted IPTV and Digital Signage as an essential element to compliment the company's other technological upgrades and changes.

The 5.25m x 3.75m x 1.9mm pixel pitch LED video wall, plus a number of additional LCD displays were deployed as part of the revamp to its iconic atrium to create the bank's overall aesthetic objectives and their desire 'for a new contemporary feel'. They required an easy-to-use digital signage and IPTV solution which would include the ability to display live IPTV streams, both from terrestrial and satellite feeds and from an in-house encoder.

COMPLETE PARTNER CONFIDENCE

The Bank selected VEGA Europe to help with the design, implementation and deployment of the technology refresh. With VEGA's rapidly growing presence in the UK and Europe, and as an Authorised Partner to Tripleplay, the installation of the Digital Signage and IPTV platform met the high demands of the Bank and delivered a solution that was user-friendly, easy to use and of the highest quality.

During the day, the main atrium space is a constant hive of activity for customers using the banking facilities, with the LED video wall broadcasting live news and banking index information. In the evening, the atrium space takes on a whole new vibe. With the capability to hold more than 400

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people, it is used to host various different events including presentations, exhibitions, dining, catwalk shows and live bands, delivering maximum impact, visibility and engagement.

MODERN ENGAGING AND RELEVANT CONTENT

Working with VEGA, the Tripleplay solution allows for a multitude of uses to the videowall and other digital signage endpoints – the Tripleplay Encoder on site enables the bank to deliver live streams directly from an IP camera anywhere on site, and effectively run their own broadcasting channel to visitors and staff – a differentiating feature that ultimately led to the client's decision to select the Tripleplay platform.

USER FRIENDLY PLATFORM MANAGEMENT

The passive technology from Tripleplay just runs and works with minimal administration or human intervention. Due to the fact the Tripleplay platform has its own native IPTV and streaming capability the fundamental IT management aspect is simple and user friendly; simply a matter of selecting and changing a content item or channel in order to control what the client and visitors see on screen whether that is graphical, live TV or internal broadcast stream.

“THE QUALITY OF THE IMAGE IS CLEAR AT ANY ANGLE. WITH THIS SCREEN, YOU CAN ALMOST BE UNDER IT AND YOU CAN SEE EVERYTHING PERFECTLY.”

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