



IBM

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ELEVATING IBM'S CONFERENCE ROOM EXPERIENCE WITH ADVANCED TECHNOLOGY

A-V Services is proud to have partnered with IBM to transform a large conference room at their corporate headquarters in Armonk, NY. Tasked with modernizing outdated audiovisual equipment, we aimed to enhance the room's functionality and encourage greater usage among employees.

Recognizing the need for a significant upgrade, our senior account director, Pete Michetti, proposed an innovative redesign featuring the Planar® TWS Series LED video wall. The existing rear projection system was insufficient for the room's beautiful 40-foot-long oval conference table, making it challenging for attendees to engage with presentations. Our design offered three-pixel pitch options; 1.5mm, 1.2mm, and 0.9mm, ultimately recommending the 0.9mm option to ensure optimal clarity for those seated just a few feet away.

Following IBM's approval, we installed a nearly 12-foot-long, 7-foot-high LED video wall configured in a 6x6 layout. This ultrafine pitch display enhances presentations and video conferencing capabilities, allowing up to 10 participants to be shown simultaneously. The system's flexibility to switch between various layouts has made the room a sought-after space for meetings, with demand soaring since the installation.

