



Case Study

Charles Schwab – 1300 Avenue of the Americas

Add a Large Plasma Screen Display and Projection System in the CBS Building Office

Opportunities and Challenges

To provide Charles Schwab & Company, a loyal customer to Vertical AVTV, with a large plasma screen display that attracts visitors to their location on the Avenue of the Americas. To create a projection setup that brings attention to the newly renovated lobby. To generate more excitement around Charles Schwab's NYC office in the CBS Building that increases their number of customers and revenue.



Solution

Install a 103" plasma screen display and mount for the seminar/lobby room on the main floor. Install two Panasonic PT-DZ12000 projectors to project onto a 15x9 LEXAN polycarbonate panel. Configure projectors to overlay onto the panel simultaneously. Reconfigure projectors to be used on alternating days to save electricity and reduce the amount of maintenance required. Install the 15x9 LEXAN panel above the greeter desk for incoming visitors. Install and integrate two interactive touch panels for visiting customers to use to get information.

Business Value

Charles Schwab & Company has a newly renovated lobby with state of the art display systems. Customers and visitors are greeted by large projectors and screens to help guide them to their desired location.