

Big Screens in the City – AVM and PSCo at the Bank of China



Background

Bank of China provides a comprehensive range of financial services to customers across the Chinese mainland, Hong Kong, Macau and 29 overseas countries.

Outcome

The systems that were implemented by AVM in these prestigious new premises, including the AV solutions for the vast new Boardroom, ten different meeting rooms, and a number of executive offices. The 103” plasma screen was specified for the Boardroom and AVM contracted PSCo for specialist help on this complex installation.

Benefits

- Impressive slim display
- Less bulky than rear-projection systems
- Wider viewing angles than those of LCD
- Less susceptible to reflection glare in bright rooms
- Virtually no motion blur

Solution

The Bank of China wanted an innovative system that would solve their audio visual requirements and also blend in with the incredible interiors created for their executive floor. The 103” plasma was chosen as the most suitable option for the Boardroom. The 103” plasma performs well in high ambient light environments and, as this was not an issue, aesthetically it was the preferred choice. The overall standard of the fit-out at the Bank of China is exceptional, and the 103” was the perfect product to complement this high standard.

“AVM has been highly professional, delivering every requirement within the agreed timeframes and working with the other suppliers on this project to ensure it was carried out efficiently and to the highest standards. The 103” screen in the Boardroom is a real highlight in our new offices, and is the perfect products for our needs.”

Bank of China Project Manager, Sharon Scanlan
