

Newcastle, UK



Internal / External	Available for external marketing activity
Project Description	New Office for 1000 staff in Newcastle which required a reception video wall, screens in meeting rooms, breakout areas and CCTV monitoring rooms. The office was opened by the mayor of Newcastle, as is bringing new jobs to the North East.
Biz Status	Awarded and installed in May 2020
Model / Amount	<ul style="list-style-type: none"> • 49UL3E x 19 & 55VM5E x 9, 2 x 86UL3E plus mix of CTV • Revenue of project £45k
Difficulty for the project (LG's challenges during projects)	Lead time for stock was crucial as was achieving the customer's budget for the project. The spec of the screen changed during the design so it was critical for the design to incorporate the new specs including screen sound output. Variable line out sound was required, rather than fixed line out.
Winning Strategy (Summary)	Understanding the customer's specific requirements and working closely with the SI to ensure that all screen requirements were understood. Asthetics and consistency in use and control were key factors for the end user. LG screens have been chosen as the standard screen in all offices, including Brentford office also. LG 3 yr warranty on screens also gave the customer piece of mind.
Application Scene (Model & Quantity)	14 Corporate meeting rooms, 2 x 86" in VC rooms and reception area video wall. Also showing CCTV feeds from clients, call data for sales teams and wayfinding.
Partners	<ul style="list-style-type: none"> • End Customer : Verisure • System Integrator : MVS • Content Developer : <p>+ Any additional information of S/W operator to note</p>
Applied Solution (S/W)	Brightsign
Content Type (Media Format)	Customer is using Brightsign players to show signage. Customer bespoke content on the CCTV screens.
Installation Area (Including network environment)	Corporate office rooms and internal video wall to show off the companies offerings.
Delivery (Deployment)	Screens were deployed in May, 2020
Person (or Team) in charge	Ian Tolfree / Account Manager / LGUK James Yoon / Product Director / LGUK