

Case Study/ Success Story information - Financial Institution

Financial Institution

Video Wall / Commercial

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Business Development process

SI attended demo by Disty

SI got Financial Institution request

SI asked disty

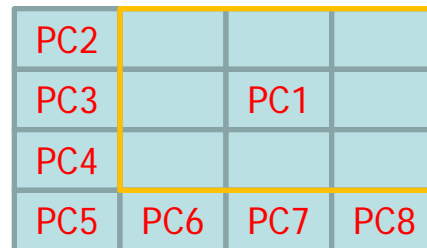
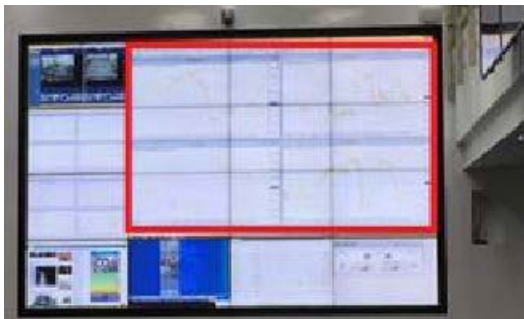
Disty proposed VM1600 x2 with VK2100

SI is one of Panasonic Distributor for the Commercial panels. SGX prefers Panasonic panel so they won the project. SI can choose any video wall processor for this project but SI convinced end user that it is more economical to go with ATEN since there is not requirement for video overlay (like Jupital) for their application. Another key is SI saw similar project @ Takashimaya shopping mall.

Story

Customer decided to renovate the trading hall with more effective design and replace older equipment that is not able to meet current needs. Since they would always analyze the market trend and discuss among the team, they decided to implement a 4x4 video wall in the hall that allows traders to share important financial data. There are many traders sitting in the hall, when one shared to video wall, everyone in the hall can see.

E.g. There are 8 PC inputs, anyone of them can share the trend they are monitoring. Can share market trend/ stock trend together.



Along with this, the chief trader in the room wanted to see the shared data, a smaller 2x2 video wall was installed in the room and a control system was in placed.

Customer Pains

- They need high quality visual experience
- They need a really easy to use solution to switch between sources, with seamless switching, including audio and video.
- They need to share own screens to others, and able to see others' screen conveniently.
- They need to have video wall (3x3, 4x4) for shared financial data as well as viewing financial data on individual TV panel.
- They need a more economical solution.

ATEN Solutions

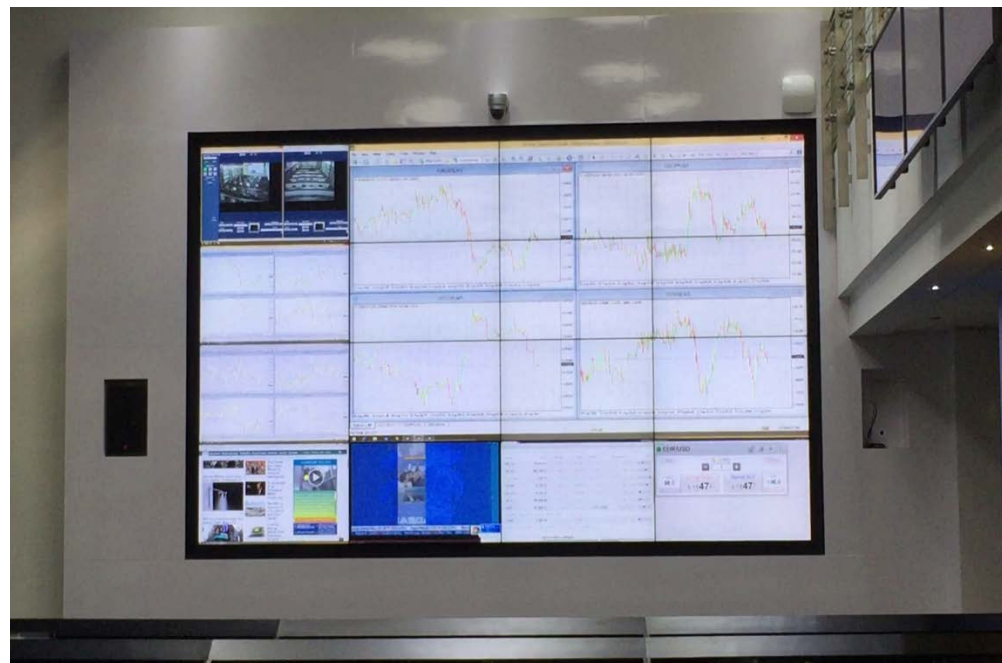
- VS182A
- VE801T
- VE814(100m/ dual output support)
- VE805R(seamless switch support)
- VM1600*2
 - VM7804
 - VM8804
 - VM7514
 - VM8514 (RS-232 loop back/ broadcast feature support)
- VM1600 1- in:7514*1/ 7804*3, out:8514*2/ 8804*2
- VM1600 2- in:7804*2, out:8514*4
- VK2100
 - Customized UI

Winning points

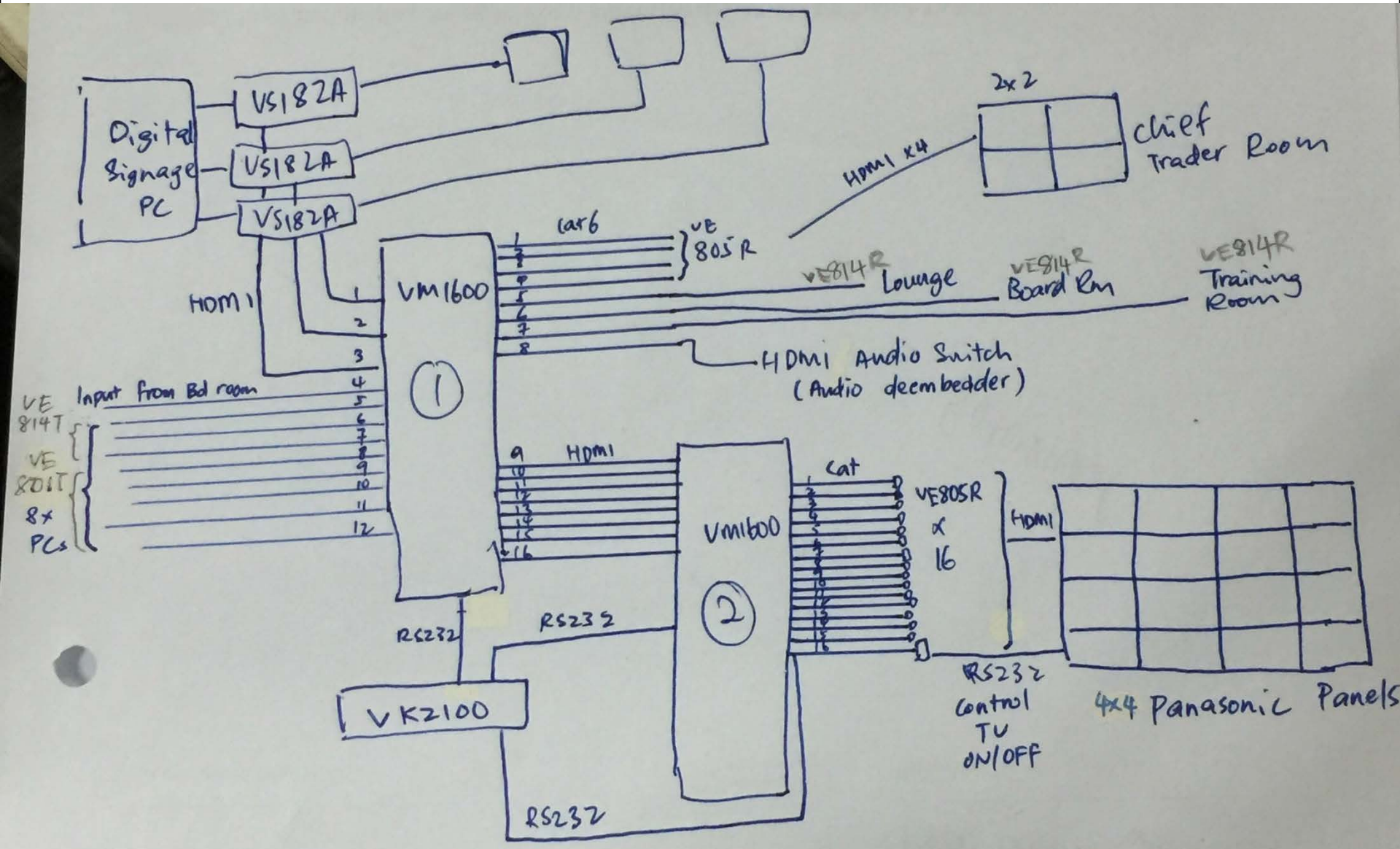
- **Better TCO** compared to other well known video wall processor that can perform video overlays.
- **Provide Total Solution** by cascading 2x VM1600 for 12 sources and 23 outputs and ATEN Controller – VK2100. (There are 2 iPads being used, one held by one staff sitting in hall, chief trader has another iPad.)
- **Easy To Configure.** Intuitive web GUI of VM1600.
- **Easy To Operate.** Through ATEN Controller, users only use iPads to do switching of profiles with different layouts, switching of Audio (without the need to login to Web GUI of VM1600) and even control ON/OFF of all TV panels. (There are some inputs are news channels with sound. SI do audio switching via VM1600, the audio source is the same as HDMI in source.)
- **Great Support from Disty.** Simply Connect(disty) designed the UI on iPad for control system based on user requirement and customized on site with end user.

User Benefits

- Similar with previous slide, please help to rephrase this slide



Diagram(Solution Architecture)



Scenario Detail

- VS182A is connected to Displays (From below pic, you can see 3 displays connected to VS182A) and VM1600. Showing news and stock trend. All the displays are in the hall being shown to traders and was intended to be shown to passer-by.

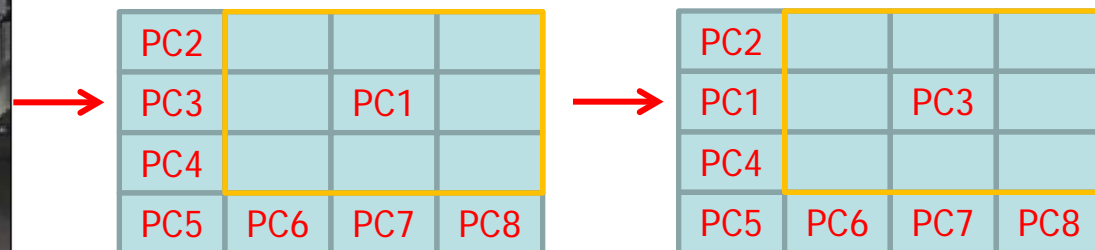


- RS232 in VE814 is required and only 3 individual display panels(Lounge, Board Room, Training Room) are located more than 70m away, within 100m, while other video wall panels are using VE805R which supports RS232 as well.
- SI use VM8514's **RS232 loop back feature** to send command to Panasonic video wall panels. These panels are daisy-chained which allow the command received in one panel to be sent to all 16 panels, i.e., send OFF command to one Panel, all the panels turn off.
- There is connection from each individual panel to VK2100, while video wall panels (Daisy chain) only need 1x connection to VK2100.

Scenario Detail

ATEN offered a VM1600 **customized firmware** in order for the 2 x VM1600 (cascade together) to work according to customer requirement:

Previously, if we have a 4x4 video wall, and we wish to switch profiles, all contents on the 16 displays will change, but customer wanted to switch profile and still have some displays to play current contents. For example, 4x4 video wall, and when they switch profiles, they want the new profile to play only on 3x3, other panels still display previous content.



Thank You!



Integrity



Caring



Ambition



Novelty