

Case Study

City Investment Bank

Invests in Digital Future



Delivering the message, on time...

Fitzpro recently worked with a high-profile banking group based in London in order to deliver a full upgrade to their Audio and Visual systems. An essential element of this project was the need to create an up-to-date solution that allowed real-time data to be viewed and managed by the banks' traders within the trading floor.

Access to this information was required at all times by each user; being key to the reactive "real-time" nature of the work carried out on site, including the ability to see world clocks from nine locations across multiple time-zones. Additional requirements included the distribution of live TV channels from satellite and Freeview sources to allow key data to be followed each and every moment of the day.

Another consideration was a full overhaul of the floors' 24-seat conference boardroom being used for key meetings and staff updates. It was clear that this space needed attention. The poor solution in place currently meant that it was hard to start, control and manage audio conferencing, video conferencing and presentations.

Media where it's needed, without complication

Over a single weekend Fitzpro's deployment team completed all the required works across the whole floor which meant that the impact to the business was extremely low, trading on Friday night and Monday morning was "business as usual".

Across the trading floor itself the team de-installed 30 old displays, brackets and associated cabling looms. In its place 27 new Samsung DM65-e 24/7 commercial monitors were installed, each with new custom mounting hardware in a custom RAL colour, 20 of the 65" displays were coupled with a Cable-time HD IPTV player which provide satellite signals from Bloomberg and other TV channels as required.

The remaining 10 Samsung DM65-e 24/7 commercial monitors had a custom digital signage package attached to them to create a suite of world clocks across to the trading floor. Each of the 10 displays used a Senica HD PC connected via HDMI and coupled with AppSpace signage software to create the 9-way custom clocks.

Within the trading floor boardroom a completely new audio and video solution was integrated. The main focus of this boardroom was the recess mounted Samsung 95" commercial display.

The solution was driven via a Crestron DMPS-150-4K all in one presentation switch and control processor and a Crestron TSW-750 table top mounted control panel with custom user interface. From this simple-to-use interface users can start, stop and control all room functions including audio conferencing via Cleareone table top microphones and DSP's, video teleconferencing via a Cisco SX80 video codec with Cisco SpeakerTrack-60 motion sensing twin HD Cameras. Users can also present via HDMI or VGA from two table top locations, select the room PC or even the same IPTV feed from the trading floor.

From the same control panel users can control lights and blinds. The system is even smart enough to know what you are up to and automatically sets the lights and blinds to the right setting when you select particular services such as video teleconferencing or even turn the system off.

All this at the touch of a few simple-to-use buttons.



A globally connected space

With the introduction and integration of the new solution the traders are able to react quickly to critical information and see what's going on in the real world should they need to.

Within the meeting space, things are now simple for the users. Gone are the systems that just don't work and they now have a system and solution that can be used by anyone with no training required. The team can connect to any of their other offices globally at the touch of a button

“

Fitzpro's installation was great. They dealt with the high level of requirement in their stride and managed our expectations extremely well. We came in on Monday and it was business as usual without a hitch.

“