

## Bailiwick Manages Digital Signage Project In Financial Institutions

### Case Study Overview:

Customer Industry: Financial Retailer  
Project Name: Audio Visual Advertising  
Project Rollout: 6 months, recurring  
Project Size: Approximately 50 facilities

### Customer Business Requirement:

Our customer provides unique advertising solutions to the banking and finance industry via digital media content. The financial environment demands a professionally managed project performed in a minimum of visits to reduce or eliminate any disruption to daily business. In addition, each site has a unique set of physical



variables, which required documenting via pre-deployment site surveys. The project also called for detailed installation documents and instructions for the installers to follow.

### Scope of Work:

Bailiwick installers typically outfitted each location with;

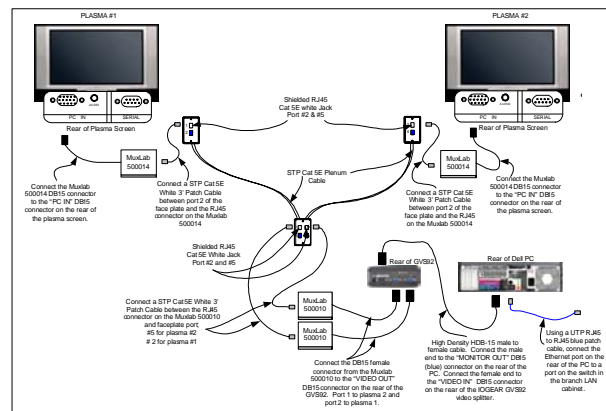
- One local client (a PC with keyboard and mouse)
- One or more 42" Panasonic plasma displays

- Wall or ceiling mount bracket capable of supporting 60 to 90 pounds
- One or more speakers (ceiling or wall mount)
- One audio amplifier with remote volume control

The client PC was installed in a back office area connected via Ethernet to the facility's WAN equipment. To prevent "hackers" from pushing unwanted content down to the client, TCP/IP *pull technology* was used to obtain programming from a remote secure server. One or more plasma display screens were installed within each facility. Screen locations were carefully chosen based on the information gathered by Bailiwick Technicians in the site survey stage of the project. The goal was to maximize the length of time an individual viewer will see (and hear) the programming content on display. Installations were scheduled in multiple locations simultaneously over a large geographical area which required a cohesive installation solution, with little or no disruption to each facility's normal course of business.

### Engineering:

Bailiwick's team of BICSI certified RCDD communications engineers provided the customer with a simple yet effective installation approach. Our engineers crafted easily understood drawings



and installation manuals (as shown) for the service technicians to follow. The most typical solution called for Cat 5e cable, 18 gauge speaker cable, video hardware, and RS232 media adaptors to interconnect all system components. Bailiwicks was able to lower material costs and reduce the cost of installation labor by limiting the need for long, factory produced audio, video, and sync cables. This was accomplished by using MuxLab connectivity hardware which allows the audio-video equipment to be connected via cost-effective copper twisted pair.

### Deployment

Bailiwick's dedicated team of Project Management professionals, in concert with our customer, developed and implemented the following;

- Site survey and installation schedules
- Work-in-progress reporting procedures
- Completion sign-off documentation

Installers were required to check in and out with the Project Manager and report progress at predetermined milestones during the course of their work. Any issues which arose were immediately escalated to the Project Manager who called upon the appropriate resources and tracked the situation to resolution, keeping our customer "in the loop" every step of the way.



### Installation

The diversity of construction materials and the wide variety of facility foot prints presented unique challenges to Bailiwick installation teams. The number one priority in the mounting of the screen was safety. Our two person teams of installers had to use a variety of techniques to install the screen securely and permanently. Careful attention was paid to the banking environment, making sure to leave it looking neat and professional. Cabling was always hidden in walls or above ceilings, system components were "leveled" while being mounted, and floors and work surfaces were cleaned.



Before installers left each facility they performed thorough system testing to ensure functionality. Finally, they obtained bank manager's signature and logged digital pictures of all installed components and surrounding areas.

### The Bailiwick Advantage:

Working within the secure environment of the banking industry our engineered approach to installation coupled with superior Project Management services enabled Bailiwick to provide our customer a simple turn-key solution to what otherwise may have become a complex, multi-vendor logistical nightmare.

### **Customer Contacts:**

If you have a question about a specific project, please call us for more information. We will be happy to provide you with references and more details. Bailiwick 1-800-935-8840