



ADVANCED PARTNERS WITH OMNIVEX CORPORATION TO DELIVER ROBUST DIGITAL SIGNAGE SOFTWARE SOLUTION TO CANADIAN FINANCIAL GIANT TD WATERHOUSE

ABOUT TD WATERHOUSE

TD Waterhouse offers banking solutions, investment advice and world-class customer service to help people and businesses achieve financial goals.

THE OPPORTUNITY

TD Waterhouse required a digital signage solution for more than 30 branches across Canada. Each location needed screens and equipment to display TD bank and brand messaging to clients and patrons. TD wanted an expert AV solutions provider with previous bank installation experience to design and install a complete collaboration solution.

THE ADVANCED SOLUTION

TD Waterhouse turned to experts at Advanced, impressed by our understanding of what a financial institution needed in terms of effective messaging and displays. Advanced provided a complete AV integration and digital signage solution to all required TD branches across Canada. The installation included ceiling-mounted

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projectors, plasma screens and LCD displays, all located strategically throughout the local branches to help grab the attention of patrons and foster a collaborative messaging environment.

Partnering with Omnivex Corporation, one of the Canadian leaders in digital signage, Advanced deployed Omnivex software to display different messages and images on the videowalls within the local branches. The information displayed included national marketing brand messaging, stock quotes, TD products and service information and live television feeds. Advanced also provided audio conferencing solutions within key boardrooms for special events and seminars often hosted by the Bank. The audio conferencing solution created a more personal and interactive meeting environment that reduced employee downtime and travel expenses while at the same time increasing teamwork and the spirit of collaboration.