

GLOBAL FINTECH COMPANY SHOWCASES BRAND IDENTITY WITH NANOLUMENS CLRVISION SERIES LED DISPLAYS



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BACKGROUND

Headquartered in Milwaukee, Wisconsin a global fintech and payments company boasts an expansive portfolio with a diverse clientele encompassing banks, thrifts, credit unions, securities broker-dealers, mortgage institutions, insurance companies, and leasing and finance entities. At the core of its operations lies a commitment to delivering cutting-edge solutions and services tailored to meet the evolving needs and challenges encountered within the financial landscape. The company's offerings range from innovative digital banking platforms and payment processing solutions to risk management tools and comprehensive data analytics services.

In 2021, the fintech company broke ground on a new campus in Berkeley Heights, NJ to create a dynamic hub of collaboration and innovation. The new facility, boasting an impressive 428,000 square feet of space, serves as a testament to its commitment to fostering a collaborative and dynamic work environment. This state-of-the-art facility is more than just a workspace; it's a convergence point for over 3,000 team members, solidifying the company's status as the largest fintech hub in the region. The campus is meticulously designed to integrate cutting-edge amenities that enhance productivity and employee well-being. Among its standout features are social work zones, which provide conducive spaces for collaboration and idea-sharing alongside wellness amenities to promote physical and mental health.



EXPANSIVE PORTFOLIO

A global fintech leader serving banks, credit unions, securities brokers, and more with cutting-edge digital banking, payment processing, and risk management solutions



INNOVATION HUB

A 428,000 sq. ft. state-of-the-art campus in Berkeley Heights, NJ, fostering collaboration and productivity for over 3,000 team members.



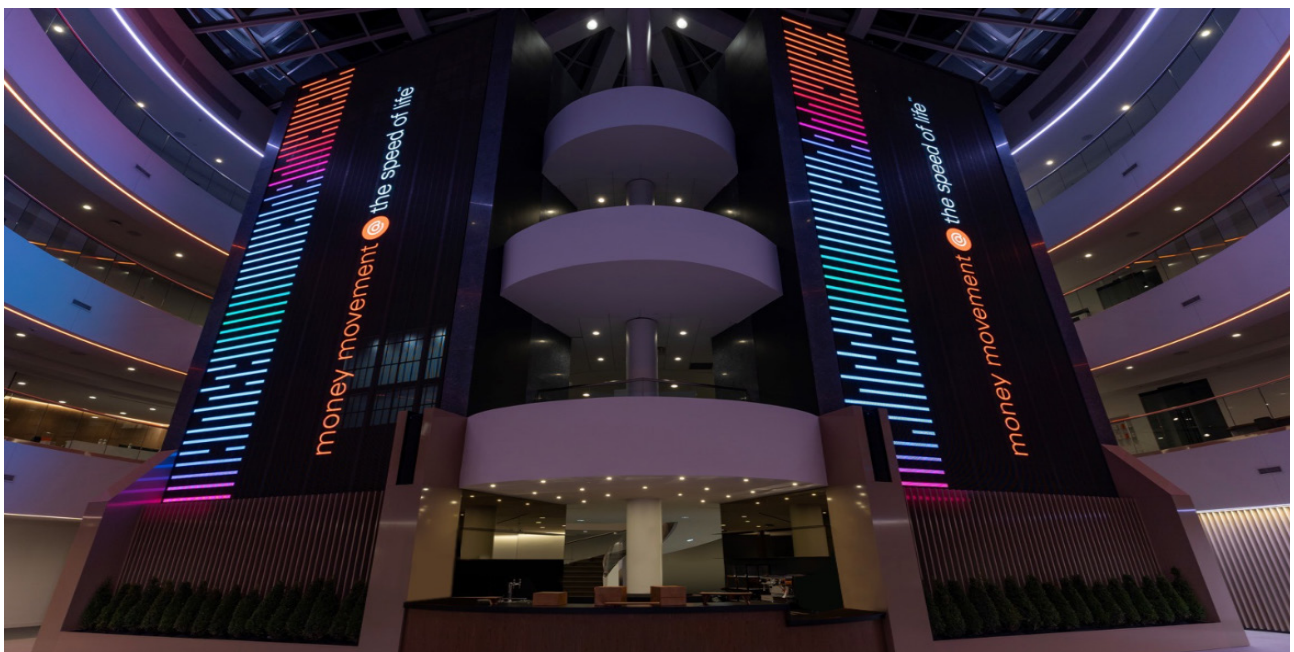
EMPLOYEE-CENTRIC DESIGN

Features like social work zones and wellness amenities promote teamwork, productivity, and employee well-being.

CHALLENGE

Recognizing the pivotal role of technology in contemporary business practices, the fintech company identified its potential in shaping organizational identity. Their goal was to seamlessly integrate technology into their lobby space to capture attention and solidify the essence of the brand. Far more than just entry points, the lobby serves as the primary interface for guests, significantly influencing their overall experience during their visit and leaving a lasting impression. The new location in Berkeley Heights would become a dynamic hub of collaboration and innovation, bringing the company's people together in an inspiring workplace environment to create opportunities for unmatched energy and career growth experiences.

Fiserv selected ITI Systems, an audiovisual systems integration company with decades of experience in providing complex solutions for Fortune 500 firms, federal agencies, high-traffic financial institutions, and elite universities. With this vision in mind, Fiserv and ITI Systems conceived the idea of utilizing LED displays in the lobby to craft an immersive environment that effectively communicates the brand's identity, values, and commitment to innovation. These LED displays act as dynamic focal points, captivating guests and reinforcing the company's dedication to technological advancement. Placed strategically throughout the lobby, they enhance the guest experience from arrival to departure, transcending mere aesthetics to actively engage visitors at every stage of their journey.



SOLUTION



To realize their vision, the company collaborated with an AV consultant based in Columbia, MD. Together, they conceptualized and executed a state-of-the-art lobby environment using Nanolumens CLRVision Series LED Displays. These displays, boasting over five million pixels and measuring approximately 19 feet wide by 44 feet high with a resolution of 1536 x 1728, were strategically installed in the atrium lobby, creating a visually stunning and engaging focal point.


The result included updating the interior of a decades-old building to give it a modern and high-tech feel while maximizing value. The main focus was on transforming massive elevator towers into visually striking elements without obstructing the view into the lobby. The solution was to encase them with a transparent digital skin, maintaining visibility while enhancing the aesthetics. This was achieved with the CLRVision Series, enabling minimal structural changes, preserving the integrity of the building.

The CLRVision Series LED displays offer unparalleled visual clarity and detail, catering to both intimate interactions and expansive viewing experiences. Their vibrant and accurate color rendering is an ideal platform for brand narratives, artistic showcases and visually captivating content, crucial for conveying the company's brand essence. Additionally, the displays' sleek and slender profile facilitates versatile installation, seamlessly integrating them into diverse architectural settings.

By integrating Nanolumens CLRVision Series LED Displays into its lobby environment, the fintech company successfully transformed its reception area into an interactive and dynamic space. The stunning visuals provided by the displays captured visitors' attention and conveyed the company's commitment to innovation and technological excellence.

The Nanolumens CLRVision Series displays, characterized by their translucent effect, captivate viewers with their immersive visuals, setting a new standard for impactful visual communication. The installation of these state-of-the-art displays empowered the company to deliver immersive presentations, artistic displays and brand-enhancing content, thereby elevating its ability to engage and communicate with clients and stakeholders effectively.

ABOUT NANOLUMENS



Nanolumens is a US-Based LED design and manufacturer headquartered in Atlanta, Georgia. Nanolumens offers world-class screens across multiple market segments adding wonder to physical spaces. We're pioneers of the True Curve™ technology and are committed to being better. With a bold and visionary team of experts we will take your project, in all shapes and sizes, from concept to reality. We bring your creative visions to life, leaving a first and lasting impression.

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WE BRING YOUR CREATIVE VISIONS TO LIFE,
LEAVING A FIRST AND LASTING IMPRESSION.

WE ARE LED!