



## Sharp Professional Displays Improve Communications at Minneapolis-based Fortune 100 Company

When a Fortune 100 company underwent major renovations to maximize space at its headquarters, it needed professional displays with the right size variation, inputs, brightness and feature set. Sharp offered the best solution for the project.

### Business Environment Challenges

A Fortune 100 company in the metropolitan Minneapolis area was looking to maximize space at its headquarters. Large meeting rooms designed for 30 people were often being occupied by much smaller groups. More meeting rooms were in demand as staff members frequently held impromptu discussions, with vacant rooms being hard to obtain.

When the company looked into resizing their large meeting rooms into smaller ones, they also needed to reassess its display technology. The company was using older, outdated projectors for presentations, with professional displays being a better option for the newer, smaller conference areas. The new rooms would now also have large windows, so the required displays needed to excel in natural light.

In addition to the conference room renovation, the company also needed to replace many consumer TVs used in offices, private conference rooms and fitness areas. Although TVs were a less expensive solution than professional displays, they were unable to perform in commercial, around-the-clock usage. There were numerous other issues with the TVs including longer boot-up times, and lacking a uniform design and look.

The TVs needed to be replaced. Before it could replace their projectors and TVs, the company had to choose a manufacturer that had professional displays with the right sizes, inputs, brightness requirements, and track record to meet its wide array of needs.

### Organization

Minneapolis-based Fortune 100 company

### Integrator

EPA Audio Visual

### Challenges

- Space at headquarters needed to be maximized as much of it wasn't used properly
- Projectors needed to be replaced with professional displays that had the right features
- TVs were used around campus and had to be replaced with professional displays

### Solutions

- More than 100 Sharp PN-R603 professional displays are now used for the small conference rooms
- Many larger rooms using three different PN-R series models are also now in use
- Various Sharp PN-E and PN-U series models replace the TVs and are used as signage, respectively

### Results

- Collaboration between staff members is now enhanced due to the improved conference rooms
- More meeting rooms are now available for those who need them
- The brightness of the Sharp models easily handle natural light in the meeting rooms

## Business Technology Solutions

The Fortune 100 company hired EPA Audio Visual of Rockford, MN, to help decide which professional displays would best fit their corporate headquarters. After testing displays from a variety of manufacturers, more than 100 Sharp PN-R603 60" Class (60.1" diagonal) professional displays were chosen for the small conference rooms throughout the campus. Many other rooms were equipped with Sharp displays in the 70" to 90" Class range.

"Sharp had the widest offerings of high-quality products," explains Todd Huberty, regional sales manager for EPA. "The **PN-R series** covered a number of sizes and the additional digital inputs accommodated just about every scenario we needed. The three-year warranty was also huge and so was the fact that they're designed for such heavy usage. Even simple features like the on/off timer were a huge plus for signage applications so we don't have to hook the displays to an external timing device."

Sharp **PN-E series** displays replaced the TVs around campus. In addition, new signage applications were created using mostly the **Sharp PN-U series**. The displays were placed in the café as menus and the on-site credit union for presentations. The company also had placed displays throughout its Minneapolis campus to provide updated construction progress reports featuring images and timelines, as well as the company's social media content.

## Innovative Results

Collaboration is easier in the new conference rooms! Brand new Sharp displays adorn every conference room! In addition to the small conference rooms built out of the larger, more formal rooms, there are many transparent rooms throughout the work area equipped with their own 60" Class displays.

The light from the windows is no match for the clarity and brightness of the Sharp displays! Sharp displays are performing beautifully in executive conference rooms that line the perimeter of the building.

The Fortune 100 company is now better positioned for employee collaboration and dissemination of information. Space is now maximized, and the Sharp displays give employees the appropriate tools for successful meetings. The conference environment has been enhanced and updated, wowing visitors when entering the building. To date, the company uses nearly 500 displays from Sharp!



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- Todd Huberty, Regional Sales Manager,  
EPA Audio Visual

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