



Case Study

Boardroom for a Nationwide Bank

Before the pandemic, many conference rooms were set up with outdated technology or had no video capabilities at all. As video conferencing has become a requirement for professional communication, many companies have office spaces and meeting rooms in need of serious updates. Charleston Bank is a nationwide bank with multiple branches and locations, with several rooms decked in poorly designed, outdated equipment.

A boardroom in their headquarters had almost no technology in it, becoming a high priority for new equipment and design. They wanted a solid audio and visual upgrade to the system, with excellent audio quality and an easy-to-use experience in the room. However, the room's custom mill work and high ceilings required a more expert AV partner to customize a solution around the features of the room.

Profound Technologies was brought on the scene through a long-standing relationship with an IT partner who had worked with Charleston Bank previously. They got to work designing a solution specific to their space

and needs. "We were able to provide a custom high-end AV solution built to their room, while providing wonderful service," explains Trevor Depp, Account Executive with Profound Technologies. "We were able to change gears multiple times to adapt to their environment, including a speaker exchange from ceiling to pendant style."

All the pieces of the room came together, and Charleston Bank had the boardroom they required with wireless microphones integrated into their web conferencing. "We were very pleased with the performance of the room and the professional service of Profound," the client says. "They were able to work with the uniqueness of the space and provide us with a high-quality boardroom that is easy to use."

With many more locations and meeting rooms of various sizes, Charleston Bank is looking to bring Profound in on even more projects as they upgrade their conferencing technology. "Any project with custom work allows the Profound team to get creative and have some fun with designing the right solution," Trevor says. "We look forward to seeing what other projects we have in store with Charleston Bank."

We were very
pleased with the
performance of
the room and the
professional service
of Profound.

*Pseudonyms have been given to protect the privacy of persons and organizations.