

# XTREME MEDIA ELEVATES ONE OF INDIA'S LARGEST PUBLIC SECTOR BANKS WITH LIT SERIES FINE PITCH LED DISPLAY

One of India's largest public sector banks has elevated its corporate communication standards through the implementation of Xtreme Media's LIT Series Fine Pitch LED display in their auditorium. This strategic technological upgrade represents a significant milestone in the bank's digital transformation journey, creating an immersive environment for executive communications, employee training and client presentations while setting new benchmarks in visual communication excellence within the banking sector.

### THE DIGITAL TRANSFORMATION IMPERATIVE

The development of the banking sector has moved beyond customer-supporting digital services to incorporate modernisation of comprehensive internal infrastructure. Major financial institutions are fast adopting sophisticated performance technologies to convert their corporate banks into

*Xtreme Media, one of the leading LED display providers, showcases another out-performing installation at one of the largest public sector banks in India. With its fine pitch LED display series - LIT, the brand sets new benchmarks in visual communication excellence within the banking sector. AV-ICN Expo Magazine shares this installation in brief in this carefully curated feature.*

dynamic communication hubs. Auditoriums, serving as important places for strategic decision making and information, require advanced visual systems capable of introducing complex financial data with complete clarity, strengthening institutional reliability and technical leadership.

### CLIENT CHALLENGE AND OBJECTIVES

The client's vision for upgrading their auditorium involved creating a future-ready digital communication environment that would:

- Provide extraordinary image clarity to detailed financial presentations, data visualisation and high-resolution video content.
- Integrate with the current architectural elements and corporate aesthetics of the auditorium.
- Support various areas of executive communication, employee training, corporate announcements, and high-level customer meetings.
- Ensure absolute reliability and consistent performance for daily operational requirements.



- Deliver long-term value through energy efficiency and minimal maintenance requirements.

## TECHNICAL IMPLEMENTATION

Xtreme Media deployed its advanced LIT Series Fine Pitch LED display, specifically engineered for the client's auditorium's environment demanding uncompromising quality. The technical implementation featured:

- Ultra-fine 1.56mm pixel pitch using flip chip COB technology
- Customisable display dimensions of 6m X 2.7m
- Common cathode power saving technology with high-efficiency PFC power supplies
- Integrated vigilant-IoT monitoring system
- Comprehensive power and data redundancy systems

## IMPLEMENTATION EXCELLENCE

Throughout the installation process of this indoor screen, Xtreme Media's service team presented exemplary professionalism, from integrating the LED display with the auditorium's architecture to providing post service support. The team also maintained a safe work environment adhering to the timelines and operational protocols of the client. Effective project management simplified the completion, complemented with extensive testing and commissioning procedures to ensure optimal performance.

## TRANSFORMATIVE OUTCOMES

This project is another great example of seamless installation and overall execution, allowing clear data view and immersive training experiences, significantly improving employee understanding and retention.

## PROPOSITION OF STRATEGIC VALUE

This implementation demonstrates how directed technology investments can raise corporate communication patterns while providing operational efficiencies. LIT Series installation has provided the bank with a strategic asset that enhances internal communications and external corporate messages, ensuring long-term reliability and effectiveness.

## CONCLUSION

The fine pitch LED display from Xtreme Media's LIT Series, with its advanced COB technology, energy-efficient operation, and robust monitoring capabilities, has provided not just a digital display solution, but a comprehensive communication platform that supports the client's mission of excellence and innovation in banking.

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