

Deloitte Chooses Absen LED for New Innovation Centre



The world's largest professional services firm, Deloitte, set up an innovation and entrepreneurship centre in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA), which is strategically positioned to be a vibrant world-class city cluster and a globally influential international innovation and technology hub. Covering 1,266sqms, the Deloitte Greater Bay Area Centre boasts various innovation spaces and advanced facilities. High quality LED display solutions from Absen were deployed to help Deloitte provide innovation support and resources for entrepreneurs and talent in the zone. **Story courtesy Mondo, 31 October 2019**

With the new centre in GBA, Deloitte will make better use of the resources and the advantages of all parties to strengthen the innovation and development of enterprises in this area. For different purposes, different Absen LED display solutions were applied.

Investing in digital signage technology also reflects enterprises' commitment to innovation. For Deloitte, innovation is a top priority. The company employed Absen's award-winning N Plus series product for the digital display in its main entrance lobby to greet and engage visitors.



Standing next to the high-profile black logo of Deloitte, the N Plus 1.8mm curved video wall is decorated with a black frame that blends it seamlessly into the design of the space. N Plus series is the industry-first smart flat panel display range, perfect for various applications like retail, corporate, education and any environments requiring indoor space-saving fixed displays.

Deloitte chose to rely on Absenicon, an all-in-1 presentation solution to deliver the ultimate meeting experience in its meeting room, which accommodates 30 people on the 9th floor of the building.

Whether in meeting rooms, conference rooms, boardrooms or auditoriums, it is important that there is a reliable display system that helps speakers and audiences to communicate clearly, easily and effectively. Designed to create a bright, open and highly-productive meeting environment, Absenicon helps grab and maintain attendees' attention while improving information delivery effectiveness and overall efficiency. Currently, there are 4 different standard sizes ranging from 110" to 220".

Besides the N Plus video wall and Absenicon display, Deloitte decided to add some creative visual elements with a transparent screen. Stationed on the floor in the Youth Entrepreneurship Zone at the same floor, a TCB8 display was used to decorate the whole space with vivid content and to inspire young minds.

It's announced that the UNLEASH Innovation Lab 2019 will take place in Shenzhen, China in 2019 from November 6-13. The Innovation Lab will be facilitated by Deloitte and the innovation centre will be used as one of the main venues, where Deloitte will apply its business expertise in driving 1,000 young people's novel ideas to become practical solutions.

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