



### Daiwa US HQ Enhances Corporate Brand with Sony Crystal LED and BRAVIA Professional Displays

Daiwa Capital Markets America Inc., moved its US HQ to a new location in NYC, leveraging digital signage and meeting rooms to enhance brand edge and improve employee and client communications.

#### How we helped



#### The Challenge

- Bright lobby lighting demanded bright, direct view LED wall to overcome ambient light
- High quality display and content needed to engage and resonate with employees and clients
- Remote display controls needed for seamless connectivity due to space constraints
- Professional displays required in all meeting rooms



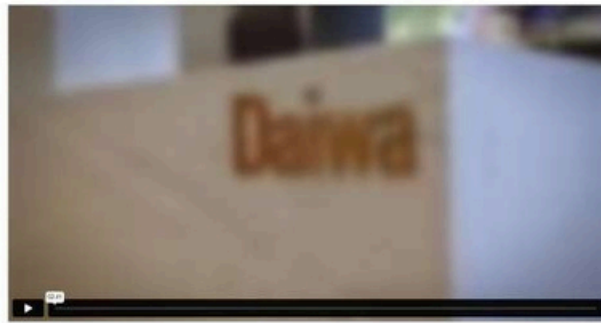
#### The Solution

- Crystal LED's quality, reliability, warranty, low power and minimal heat offset higher initial costs
- Crystal LED displays with non-reflective surface and fiber extender solved remote control placement
- BRAVIA professional displays enhanced collaboration in all meeting rooms



#### The Outcome

- New display tech and dynamic content enhance visual appeal and functionality of Daiwa's public spaces
- Displays embody Daiwa's high standards and reputation as a leading financial firm
- Increased employee and client engagement will transform the office into an innovative environment



“ We are thrilled with the integration of Sony CLED technology into our new office space. The unparalleled clarity of these displays transforms our lobby and multipurpose areas into dynamic hubs of engagement. ”

Keiji Maehata, Chairman and CEO

#### Collaborative Partnerships

Daiwa partnered with Sony to implement Sony displays and a Crystal LED video wall, enhancing their commitment to quality and innovation as a world-class financial firm.



#### Visual Appeal and Functionality

Sony's displays are anticipated to become integral tools in embodying Daiwa's high standards and reputation.

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