



Case study

# Corporate

Citizen Watch Italy creates a timeless experience with PPDS

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*The Interact solution was immediately appreciated, and made the difference compared to other proposals received by Citizen, for the ability to quickly share the screen with other devices without having to connect cables and prepare new wiring—furthermore, after a few months of using the new videoconferencing systems, users have become more demanding in terms of video and audio quality, so much so that the company’s management no longer considers them a benefit but an essential element to be able to work better and increase productivity.”*

Salvatore Scordino, IT Department, Citizen Watch Italy





## Background

A name that stands for the people, Citizen is one of the most trusted watch brands in the world. Founded in 1918, this iconic company is renowned for its technical precision, innovative mindset, quality craftsmanship, and design excellence. With a brand philosophy of ‘better starts now’, every step of Citizen’s watchmaking process is done in-house—from crafting individual watch components to final assembly. It’s this unique way of thinking that has enabled Citizen to revolutionise the industry with their pioneering innovations including the world’s first titanium cased watch and light-powered timepieces.

## Challenge

In an industry where every detail counts, Citizen Watch Italy wanted to upgrade their Italian Headquarters with the latest technology to truly showcase their innovative design thinking. Based in Milan—one of the fashion capitals of the world—they needed a solution that was able to translate their sense of style into the physical space. With hybrid working and a significant reliance on digital connectivity now defined as the new normal, the solution also needed to have the versatility to support team members working on-site and remotely. As the office features an extensive amount of glass showcase cabinets and super bright lighting, it was also important that their digital signage solution was bright enough to make an impact.

## Solution

As a company founded on innovation and timeless design, Citizen Watch Italy teamed up with PPDS and Visivart to introduce a custom AV solution to their Milan headquarters. In this extensive project, each key space was reimagined with the latest Philips professional displays. The conference room was equipped with a visually striking Philips X-Line videowall to make an impact, whilst Philips Q-Line displays brought every microscopic detail to life throughout each meeting room. All displays were connected to the central system via Android to allow fast content creation,

deployment and management. To make presentations and content sharing easy for staff and guests, PPDS Interact was also introduced—enabling secure, wireless, and instant connectivity from personal devices to the big screen. This total solution package helped Citizen Watch Italy evolve their workspace into a cutting-edge innovative powerhouse that truly reflected the essence of their brand’s foundation.

## Benefits

**Big impact:** An oversized Philips X-Line videowall brings every detail to life and makes an impressive impact with its superior picture quality.

**High-brightness:** 700 nit brightness helps the content shine no matter how bright the lights are in the showroom.

**Multiple inputs:** Content can be played back via a single channel or multiple sources to utilise the over-sized display space.

**Instant connectivity:** PPDS Interact allows for secure, wireless connectivity from any team member’s or guest’s personal devices for instant and hassle-free content sharing.

### Fast facts

**Client**  
Citizen Watch Italy

**Location**  
Milan, Italy

**Project**  
AV renovation of  
Citizen Watch Italy  
HQ meeting rooms

**Products**  
Philips X-Line Videowall  
55BDL4007X Display  
(4 units), Philips Q-Line  
55BDL3550Q Display  
(1 unit), Philips Q-Line  
75BDL3550Q Display  
(2 units), PPDS Interact.

**Partners**  
Visivart

