

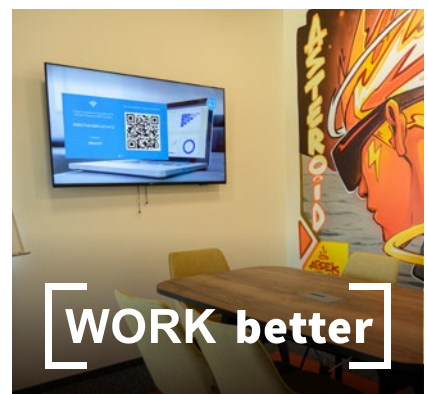
# WorkBetter

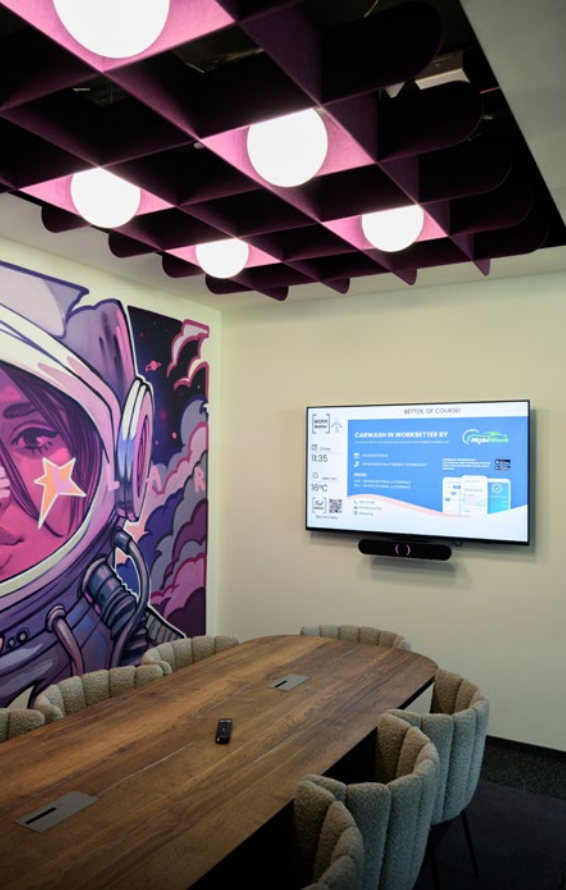
A new generation workspace with  
Philips Professional Displays

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*This project reflects our commitment to delivering cutting-edge AV solutions that empower teams to connect, collaborate, and communicate more effectively. Together we created a smart and engaging environment that supports productivity and innovation from day one.”*

Tony Aleksandrov | Co-founder and CEO, WorkBetter





## Background

WorkBetter, based in Sofia, Bulgaria, brings a brand new era for coworking, providing inspiring and flexible workspaces that boost both productivity and creativity, while encouraging partnerships and collaboration for its community of professionals.

The fresh and modern feel of the WorkBetter facilities are matched with tailored services, including wellness, lifestyle, and professional development programs and an amazing outside green area ideal for networking with fellow coworkers.

## Challenge

With a wish to match its cutting-edge environment with a seamless, tech-enabled solution to meet the evolving demands of its tenants and clients, Workspace needed to reimagine the user experience from the ground up. Information displays to guide users with real-time updates.

Presentation displays to deliver impactful visuals. Collaboration displays to encourage creativity and teamwork – even with participants in other locations. And room booking and control displays to simplify space management. Each of these solutions needed to integrate into a smart, unified system.

Always with an eye to the future, Workspace's criteria also included the ability for its solutions to adapt and flex to new requirements and challenges. And for the technology used to allow lower power consumption, and better efficiencies for management.

## Solution

Together with PPDS integration partner, OmniChannel BG, WorkBetter selected a series of Philips Professional Displays to deliver a tailored solution that precisely aligned with their objectives.

From sleek, compact 10" and 65" interactive touch screens to a striking 2.6x1.5m 1.5pp dvLED wall, as well as Philips Business TVs ranging between 55" and 75", each display was carefully selected to enhance both collaboration and visual engagement. The teams ensured that every product not only fit the aesthetic and functional requirements but also worked flawlessly together as part of a unified network. All ensuring seamless interoperability across the systems.

The project was executed smoothly and on schedule, thanks to meticulous planning and strong collaboration between PPDS, OmniChannel BG, and the WorkBetter management team throughout every phase. The installation was managed with precision and attention to detail and post-installation, all systems were rigorously tested to guarantee optimal performance. On-site configuration and training ensured WorkBetter could adopt the technology confidently and with minimal disruption.

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*Selecting these more energy efficient Philips displays, we've significantly enhanced productivity, improved communication, and optimised room and resource use, all while reducing operational costs and supporting our sustainability goals.”*

**Tony Aleksandrov | Co-founder and CEO, WorkBetter**



The result – a seamless, high impact environment with powerful technology that is designed to meet and exceed client expectations now and into the future. WorkBetter's innovation ensures every interaction is intuitive, every workspace is efficient, and every user experience is better by design.

## Benefits

**Collaboration and communication:** Designed on an Android platform, Philips Business TVs allow easy wireless sharing of content for presenting and more via integrated Google Cast. Meanwhile the intuitive touch experience with the Philips interactive displays brings seamless connectivity throughout the building.

**Stunning visual performance:** Enhancing brand image, the Philips Unite LED 5000 Series supports up to 12-bit colours and HDR10+ resolution for near perfect colour and brightness accuracy and the deepest visual experiences.

**Operational efficiency:** Realising lower energy consumption across each of the displays, the Workbetter fleet is easily managed for time efficiencies, while bringing the added benefit of a more connected, and contented customer base.

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*OmniChannel, PPDS and Philips Professional Displays covered all of our expectations and we are extremely satisfied with the end result.”*

**Tony Aleksandrov | Co-founder and CEO, WorkBetter**

## Fast facts



**Client**  
WorkBetter



**Location**  
Sofia, Bulgaria



**Project**  
A new generation workspace



**Partner**  
OmniChannel BG



**Products**  
Philips Unite LED 5000 Series P1.5 – 27HDL5115IP/00; 8x55", 6x65", 2x75" Philips Business TV (55BFL2214/12, 65BFL2214/12, 75BFL2214/12); 65" Philips Collaboration (E-Line) (65BDL3152E/00); 12x 10" Philips Interactive (T-Line) (10BDL4551T/00)

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