

PHILIPS

Professional Displays



ITAS Mutua

Design, technology, and functionality
come together with Philips Professional Displays

“ From the headquarters to the new ITAS Forum, every project was guided by the goal of creating spaces that combine design, technology and functionality, offering a high quality workplace to those who use them every day.”

Antonio Troiano, Key Account Manager | 3P Technologies





Background

ITAS Mutua is Italy's oldest insurance company, founded in 1821 in Trento as a non profit mutual aid association to protect its members and their families from the devastation of fire damage. As a mutual insurance company it is owned by its policyholders and ITAS Mutua is one of only two mutuals still operating in the country. The principles of mutuality and solidarity, alongside sustainability, form the core pillars of ITAS Mutua's operations.

Challenge

In line with its commitments to its people and to sustainability, ITAS Mutua continually invests in ensuring the best working environments. When starting a project to improve its headquarters, while also fitting out a brand new building – the ITAS Forum designed by architect Renzo Piano – the team turned to trusted professional AV specialists, 3P Technologies, to help.

The upgrades within the ITAS headquarters building were aimed at increasing performance, improving energy efficiency, and enhancing one of the most representative areas of the headquarters: the Board of Directors' room and main entrance hall.

Meanwhile, the newly constructed ITAS Forum, designed as a multi-functional centre for events, conferences and institutional activities, required a cutting edge and creative AV solution throughout the complex.

Solution

The ITAS Mutua headquarter building, and the spaces within it, are characterised by high natural brightness with large windows all around. The digital displays that the company had been relying on were no longer able to guarantee the necessary visual performance or meet the energy efficiency standards ITAS Mutua specified.

To meet these requirements, the team at 3P elected to work with PPDS to integrate a 137" Philips Public LED wall with 1.5 pixel pitch, as well as two 98" Philips Signage 4650 displays, in the meeting room, and another 137" Philips LED wall in the lobby, ensuring flawless visibility from every point in the room, even in the bright natural light conditions.

The boardroom then underwent an architectural rework, creating a modular space that could be converted into a single space or two separate rooms. For this space, in keeping with the architects' vision and

“ We worked in harmony, collaborating with partners such as PPDS and choosing Philips Professional Displays to build a true bridge between customer needs and the best technological solutions on the market.”

Antonio Troiano, Key Account Manager | 3P Technologies

ITAS's requirements, 3P discreetly incorporated advanced technologies to perfectly align with the new layout.

The result? A more efficient, flexible, and technologically advanced boardroom that offers a superior communication experience, reduced energy consumption, and the ability to easily adapt to the different operational needs of ITAS governance. The team then turned its attention to the newly constructed, bright and airy ITAS Forum.

In the entrance hall, providing visitors with dynamic content and an engaging experience upon arrival, a 3 x 1.75 metres high brightness Philips Public LED 7000 Series wall with 1.9mm pixel pitch was installed. This solution ensures superior image quality even in environments with strong natural light. In the first and second floor offices and meeting rooms, a fleet of Philips Signage 4650D and Philips Collaboration 3052E displays were selected to provide modern, functional, scalable, and intuitive solutions for meetings and training courses.

Designed to host complex events, the Forum's auditorium required cutting edge connectivity and equipment. Here, a giant Philips Public LED 7000 Series wall with 1.4pp and measuring 6 x 3.5m was integrated together with a video recording system, professional microphones, a high performance sound system, and a control room entirely designed by 3P Technologies.

Benefits

Lower energy consumption: Reducing environmental impact and total cost of ownership. Philips LED displays are designed to deliver lower energy consumption.

High brightness direct view LED: Enabling crisp, clear and vibrant content even in bright locations subject to direct sunlight and high ambient light.

Intuitive user experience: Philips Collaboration displays are designed putting the user first, with intuitive features and functionality that enables teams to get straight down to work.

Fast facts

Client
ITAS Mutua

Industry vertical
Corporate

Location
Trento, Italy

Partners
3P Technologies

Project
Design, technology, and functionality come together with Philips Professional Displays

Products
10x Philips Signage 4650D (50-98"),
10x Philips Collaboration 3052E
(65", 75" and 86"), 2x 137" Philips
Public LED 9000 Series P1.5,
1x 3x1.75m Philips Public LED 7000
Series P1.9, 1x 6x3.5m Philips Public
LED 7000 Series P1.4.



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