



Technology to Innovate and Inspire You

CLIENT

dentsu
AEGIS
network

Dentsu Aegis Network is a world leading advertising and digital marketing communications company headquartered in London, UK. They currently have more than 23,000 employees worldwide.

Challenge

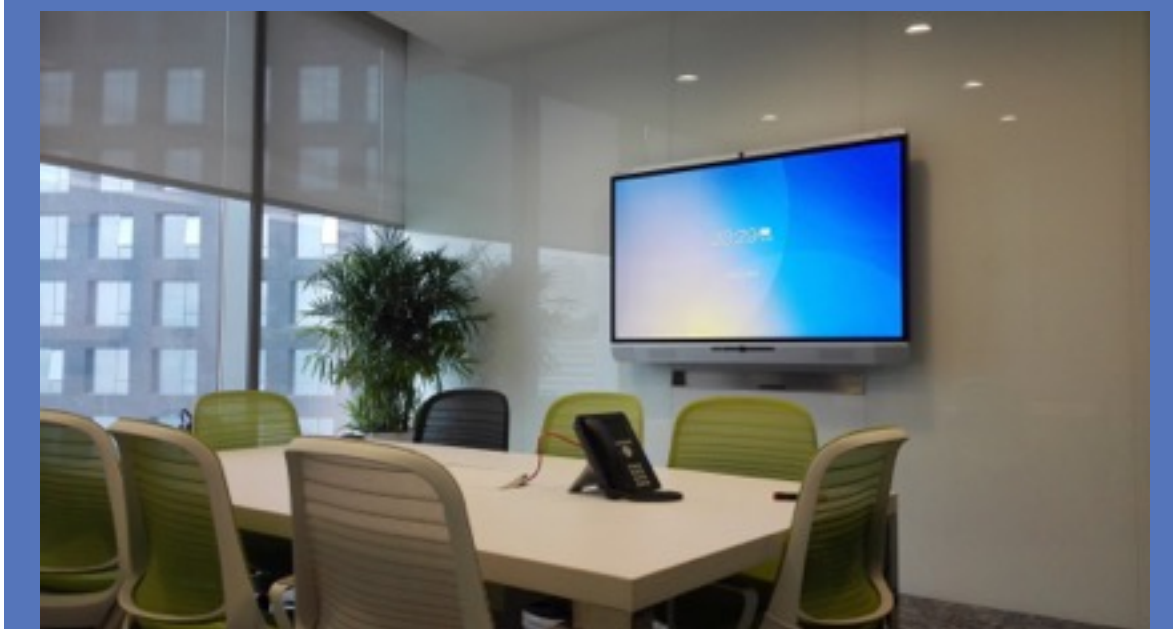
In 2015, Dentsu Aegis Network put a large investment in their new branch in Yuexiu Financial Tower in downtown Guangzhou, China. As a company that seeks to innovate and inspire, Dentsu Aegis Network expects the new branch office to keep the consistency of its corporate image with high-end AV systems and increase productivity.

Solution

The cutting edge interactive device, the Newline TRUTOUCH X7, is the ideal solution for Dentsu Aegis Network. Spend less time preparing for a meeting. No need to waste time on checking wire connections or looking for the remote control. Simply turn on the TRUTOUCH X7, where you can have either a Windows operating system or the embedded system already on hand and ready to go. Users can share their presentation slides, write down great ideas, browse websites, and quickly start a video call all with one touch. Moreover, the incredibly responsive writing experience impresses both users and meeting members with its ease of use and effective presenter tools. Meetings no longer have to be boring to be as productive and effective.

Results

Visitors to the Dentsu Aegis Network branch in Guangzhou also show a high level of interest in the Newline TRUTOUCH X7. The X7 provides Dentsu Aegis Network meeting participants with not only the latest high technology product to conduct efficient and productive meetings, but it also improves the overall image and working environment at Dentsu Aegis Network.



"Compared to the messy conference room, the X7 is more like a work of art!"