

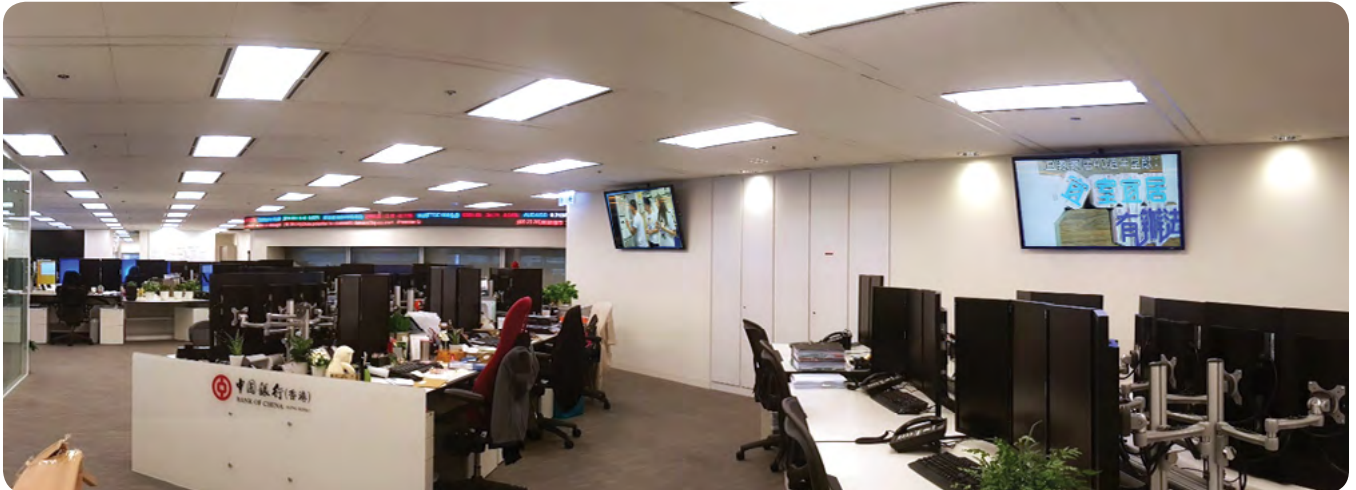
## Case study



## Bank of China (Hong Kong)

### Exterity IP video facilitates decision-making at Bank of China (Hong Kong)

Bank of China (Hong Kong) is the second largest commercial banking group on the peninsula, with the biggest branch network of over 300 branches. The bank currently employs 13,900 staff covering a wide range of areas, from personal and corporate banking through to life and casualty insurance, as well as asset management.



**“The Bank of China (Hong Kong) works very closely with its parent company, Bank of China, who is considered the world’s fifth largest bank according to market valuation. This means that it needs to ensure that it is always one step ahead of the global economy in order to best service its corporate and personal customers. The Exterity system provides the employees of Bank of China (Hong Kong) with an easy way to access relevant information in real-time, enabling them to make the best decision at any given moment”**

Gary Fu, Operations Director, Tech Vision System Limited.

## The challenge

The world’s economy is moving at lightning speed, with unseen market fluctuations and bubbles happening at any minute. With China at the centre of the financial world, Bank of China (Hong Kong) knew that to maintain the highest level of services, it needed to ensure that it provided its staff with the best means to evaluate transaction risks and keep track of the latest financial trends and regulations in real-time.

## The solution

Bank of China (Hong Kong) was planning a refurbishment of its headquarters and decided to implement an Exterity IP video solution to facilitate the live streaming of financial channels in HD, including CNN, BBC World News, Bloomberg and CNBC to multiple screens around the building, as well as to the bankers’ PCs.

Working closely with leading integrator, Tech Vision System Limited (TVS), Exterity provided the banking group with a robust, adaptable and user-friendly IP video solution that easily integrates with the group’s IT network to offer the best quality of service without requiring additional cabling. In addition, the system can be managed from any point of the network, enabling the technical team to monitor authorizations and distribution of content to each screen.

Ongoing support from Exterity and TVS has also enabled the technical team at Bank of China (Hong Kong) to utilise the system in the most effective way, ensuring the consistent delivery of relevant information to each department.



## The result

The Exterity system is used on a daily basis throughout the building, enabling bankers to receive relevant financial feeds directly at their desks, while ensuring that information impacting the whole group is distributed to screens in public areas, including a video wall.

“The Bank of China (Hong Kong) works very closely with its parent company, Bank of China, who is considered the world’s fifth largest bank according to market valuation. This means that it needs to ensure that it is always one step ahead of the global economy in order to best service its corporate and personal customers,” said Gary Fu, Operation Director, Tech Vision System Limited. “The Exterity system provides the employees of Bank of China (Hong Kong) with an easy way to access relevant information in real-time, enabling them to make the best decision at any given moment.”

Colin Farquhar, CEO at Exterity, added: “Large banking groups are under tight pressure from the market, and need to know that they can rely on their information systems to decide on the best course of action at any minute. Being able to support a world leading group like Bank of China (Hong Kong) in this difficult mission shows how reliable and easily manageable the Exterity system is, and we’re looking forward to continuing our collaboration with one of the world’s most influential banking organizations.”

### The Exterity system at Bank of China (Hong Kong) in a nutshell:

- HD Encoders
- Receiver set-top boxes
- AvediaServer to manage and control the Exterity IP video system from any point in the network

## About Exterity

Since 2001 Exterity has been designing, developing and manufacturing technically innovative products that deliver video over an IP network to some of the leading organizations across the globe.

Enabling distribution of HD quality TV and video over enterprise IP networks to an unlimited number of end points, Exterity solutions support large volumes of content and receiving devices without compromising system performance or availability.

## Highlights

- Deployed in over 40 countries
- Scalable solutions for organizations of any size and across any sector
- Unique industry leading features and market specific application

Headquartered in Scotland UK, we extend our global reach through our offices in Atlanta, London, Paris, Melbourne, Munich, Dubai, Hong Kong and Johannesburg. Localized knowledge and expertise is enhanced through the Exterity StreamForce program of credible, technically innovative partners, plus an extensive network of in-country resellers and distributors.