

Innovative audio visual equipment can transform the ambience of any reception space, says the Remark Group

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Office reception areas provide an opportunity for businesses to promote their products and services to visitors, and installing modern audio visual equipment can enhance their experience, suggests the Remark Group, an innovator in intelligent business technology. Digital signage and accompanying audio can not only boost the atmosphere, but it can also create a space where guests will feel welcome and engaged.

Increasingly, organisations are embracing sophisticated AV installation (<http://www.remark-group.co.uk/audio-visual/>) as a tool for involving and entertaining guests visiting their offices, as well as using it as an opportunity to promote their offering. Many companies use the technology to broadcast television news channels in order to ensure visitors, and staff coming and going from the building, are well informed. In addition, AV equipment is utilised to communicate company news in a creative way, for example promoting the latest deals, products or services. Also, case studies that clients and potential partners or customers may not be aware of can be made use of.

Remark's IT and AV Manager, David Lyons, comments: "Technology has come on leaps and bounds in the past few decades and sophisticated AV equipment maximises messaging opportunities, especially in reception areas. Forward-thinking companies are really embracing it as an opportunity to advertise their services externally and to reinforce the messages to employees.

"There are a host of different options available for organisations looking to enhance their reception area, whatever their budget. Bespoke solutions can be delivered depending on the company sector, size and objectives of the installation. By using the latest technology, installed by experts with the correct network cabling (<http://www.remark-group.co.uk/data-cabling/network-cabling.php>), organisations will be positioning themselves as being ahead of the curve and portray a lasting impression of professionalism to the outside world. By communicating with stakeholders creatively, efficiently and cost-effectively, the use of AV equipment in the reception area can lead to a positive impact on the bottom line."

For more information about Remark's wide range of innovative business technology services, including business telephone systems (<http://www.remark-group.co.uk/telecoms/business-telephone-systems.php>), fixed projector installation and the building of IT infrastructure, please visit www.remark-group.co.uk or call 0800 597 5558.

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About the Remark Group

A provider of intelligent business technology, the Remark Group, boasts an impressive portfolio of national blue chip clients and has an established reputation for building smarter connections in schools, offices and industrial premises.

An innovator in the design, installation and aftercare of bespoke services spanning ICT, data cabling, audio visual and electrical, Remark has enjoyed year-on-year growth while retaining its family-business

values.

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