PROFOUND
TECHNOLOGIES

Case Study
Serino Coyne

In the world of theatrical advertising, staying connected with clients through web conferencing is crucial. Serino Coyne, a renowned Broadway advertising company, faced issues with their previous web conferencing setup and turned to Profound Technologies for their audio-video expertise.

Profound Technologies's CTO, Brett Fisher, led the project and recalls Serino Coyne's needs. "Serino Coyne needed a top-notch web conferencing solution to showcase their impressive advertising videos and engage customers effectively."

Serino Coyne had previously tried various solutions but hadn't found the right fit. However, once they were referred to Profound by their parent company Omnicom, the partnership proved to be a wise decision.

Profound Technologies integrated multiple technologies into one conference room based on the needs of Serino Coyne. A key feature is the intuitive touch panel, which controls display, camera functions, and more. A high-quality sound system with precise microphones and speakers ensures excellent audio quality.

The IT Infrastructure Manager at Serino Coyne is thrilled with the project's results, saying how the new updates have been fantastic. Profound's system is reliable, high-quality, easy to use, and promises a bright future for their conferencing needs. He particularly praises the impressive video wall installed by Profound, a stunning 14'x4' screen.

For Brett and the Profound team, delivering exceptional technology is a priority. "Our commitment to perfection means everything must work flawlessly and look impeccable," Brett affirms. "We take deadlines seriously and aim to exceed our clients' expectations."

While the project collaboration between Serino Coyne and Profound has ended, the impact of the solution continues to impress clients, and they can count on Profound's ongoing support and dedication to excellence as they move forward.

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