



**Product**  
Planar PS Series

**Planar Displays Employed Nationwide Across Mexico as a Standard Digital Signage Solution for Investment Bank**

**Location**  
Mexico

**Industry**  
Banking & Finance

**Application**  
Advertising  
Digital Signage

**Partner**  
Grupo Covix

# Actinver

Actinver is a leading investment advisory company in Mexico and one of the country's fastest expanding private banks. The company offers a broad spectrum of financial products and services, including private and commercial banking, asset and wealth management, and securities brokerage. With over 60 branches and a growing distribution across 23 states in Mexico, Actinver is strategically located throughout the country and active on a national level.

To support its growth, and as part of a transition to an electronic median of advertising, Actinver in late 2015 launched the first of three phases to install video display technology from Leyard and Planar, a Leyard company, all of its bank branches.



In the first phase, Planar® PS Series 70-inch interactive large format LCD displays were installed in 12 bank branches in two cities. The second phase, included the installation of more Planar PS Series 70-inch displays in an additional 13 bank branches in 10 cities. Then, in the third phase— Planar® PS Series 65-inch interactive large format LCD displays were integrated in 30 bank branches across 28 cities. In total, Planar display technology was included in 55 different Actinver bank branches across 38 cities in Mexico. The displays were installed by Mexico-based Grupo Covix, a market leader for high-design audiovisual projects and an integrator of technological solutions for visualization and collaboration.

Engineered for extended commercial use and demanding digital signage and corporate applications, the ultra-slim Planar PS Series is a line of professional, large format Full HD LCD displays that are well-suited for Actinver bank environments. The Planar PS Series displays include energy-efficient LED backlight technology and come standard with a durable metal bezel.

*“The digital signage system driven by Planar displays allows us to send our marketing and financial information nationwide in a timely and simple way.”*

**— Noma Carpizo,**  
*Director of Marketing & Communications, Actinver*

At double the brightness of standard televisions, Planar PS Series displays deliver vibrant and clear images while consuming 20-50% less energy than comparable CCFL backlight displays.

The Planar PS Series displays provide Actinver with vivid and reliable digital signage, allowing each bank branch to display high-quality marketing content and informational messaging. Importantly, the Planar solution has also streamlined the way Actinver distributes proprietary digital content across its numerous banking locations.

“The digital signage system driven by Planar displays allows us to send our marketing and financial information nationwide in a timely and simple way,” according to Norma Carpizo, director of marketing and communications with Actinver.

Offering superior video performance, Ultra HD resolution (3840 x 2160) and exceptional 4K clarity, the Planar UltraRes Series is ideal for collaborative spaces and high-impact digital signage.



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