



## Automotive Supplier, Ohio

### Where a Static Wall Becomes a Dynamic Brand Experience

For years, employees and visitors walking into this Ohio automotive supplier were greeted by analog signage, not only outdated but entirely out of sync with the innovative spirit of the company behind it. Leadership recognized it was time for a change. They needed an entryway that didn't just look better, but worked harder, energizing employees, impressing guests, and reflecting the forward-thinking culture behind their business.

Rigid, costly to update, and easy to overlook, traditional signage simply wasn't cutting it. What the client needed was a more interactive solution that could evolve with their message, amplify their brand story, and keep attention fresh day after day. They envisioned a more inviting and compelling entryway capable of showcasing announcements, welcoming visitors with tailored content, and expressing their identity in real time.

Having partnered with the organization on previous projects, NBS understood both their culture and their ambition. This time, we brought something new to the table: a Videri video wall. Our Audiovisual and Construction Solutions teams worked together to integrate 13 wireless displays into a custom-built faux wall that both protects the technology and transforms it into a striking focal point.

#### specs

Corporate  
Northwood, OH  
1 floor  
500+ employees

#### strategic partners

Videri

#### solutions provided

Construction  
Audiovisual

#### featured product

Videri Displays





The result is more than a display, it's a digital canvas that can become anything the client imagines: a sweeping panoramic image, immersive digital art, synchronized brand messaging, or multiple streams of dynamic content working in harmony.

The true power of the Videri video wall lies in its adaptability. Content can be refreshed instantly and consistently, empowering the client to spotlight milestones, promote events, celebrate achievements, or simply infuse the space with vibrant motion and color. Unlike analog signage, it never fades into the background. Instead, it invites engagement, captures attention, and with optional integrated sound, the system can shift from silent visual art to a full multimedia experience.

*"Clear, timely communication is essential for our operations, and these displays have quickly become a key tool in keeping our team informed and engaged,"* stated an executive assistant at this company. *"The installation performed by NBS was completed professionally and in a timely manner. Their team ensured everything was set up correctly, and the process was smooth from start to finish. We appreciate the quality of their work and the efficiency they brought to the project."*

Their entryway now mirrors the progressive mindset that defines their work and sets the tone from the moment someone steps inside. What was once a static wall has become a living, evolving expression of their brand, sharing who they are today, while showcasing the vision of who they're becoming.

