



## CUSTOMER SUCCESS STORY

# LG Electronic Singapore Pte Ltd

Sennheiser's Business Communication portfolio displayed at LG Information Display Business Innovation Center (LG ID BIC)

“LG is proud to build the next generation of meeting spaces with Sennheiser's TeamConnect Ceiling 2, SpeechLine Digital Wireless and MobileConnect.”

Julian Lim, Regional Business Development, Asia

### Challenge

LG planned a project to build a next generation digital meeting space leveraging on the best equipment for presentation and video conferencing solution and looked for premium brands to be part of the LG Information Display Business Innovation Centre (ID BIC).

### Solution

The objective of LG ID BIC is to showcase the best brands to build a meeting room, with equipment such as video switchers, control system speakers, amplifiers, digital signal processors and high-fidelity microphones. LG ID BIC will be utilized for LG's social events while delivering the ultimate user experience for end-users and partners that visit. With the assistance of Sennheiser equipment, LG can simulate an auditorium experience as well.

[Full Story here >](#)

### FACTSHEET

<b>Products installed</b>	TeamConnect Ceiling 2, SpeechLine Digital Wireless and MobileConnect
<b>Country</b>	Singapore
<b>Region</b>	APAC
<b>Industry</b>	Electronics
<b>Profile</b>	LG Electronics (LG) is a multi-national electronics manufacturing company head-quartered in South Korea. The organisation's production plants, sales offices and R&D facilities span across 128 countries, while annual revenue stands at USD 56 Billion. LG Information Display business unit is renowned for quality and innovative products which customers leverage on to create immersive, next generation meeting spaces and digital display solutions.

**SENNHEISER**