



United Community

PRODUCT

Planar TVF Series
Planar MGP Series

LOCATION

Greenville, South Carolina

INDUSTRY

Corporate

APPLICATION

Digital Signage
Corporate Communications
Presentation System

PARTNERS

Advanced Video Group

United Community Integrates Planar LED Display Technology in New Corporate Headquarters

Since its founding in 1950, United Community has grown steadily over the years, establishing a strong presence throughout the Southeastern United States. Today, the bank is one of the largest full-service financial institutions in the Southeast, known for its commitment to customer service and community engagement, with numerous branches across several states.

When United opened its \$65 million corporate headquarters in downtown Greenville, South Carolina, the new seven-story, 118,000-square-foot building was designed to meet the WELL Building Standard, which emphasizes a holistic approach to health in the built environment. Located along the Reedy River, the facility incorporates open and light-filled spaces, advanced air and water filtration systems, and carefully selected building materials to provide efficiency and thermal comfort. Amenities include quiet zones for fostering collaboration and downtime, two terraces, 29 conference rooms and a dedicated gathering space and coffee bar.

United's new headquarters also features two Planar fine pitch LED video walls installed by commercial AV designer and integrator Advanced Video Group. According to Jason Lynch, director of facilities and purchasing at United Community Bank, the LED installations reflect the pivotal role that technology plays in the building's interior design. "It's a very important piece to the experience we want to create," he said.



“It’s a showstopper. When you come off the elevator, the video wall is the first thing you see.”

— Jason Lynch, Director of Facilities and Purchasing, United Community

Welcome Wall

In the fourth floor lobby and gathering space, the Welcome Wall is United’s statement piece. The installation is a nearly 14-foot-wide, 8-foot-high (7x7) Planar® MGP Series LED video wall with a 1.2mm pixel pitch that provides a variety of uses, including digital signage, messaging, presentations and entertainment. “It’s a showstopper,” Lynch said. “When you come off the elevator, the video wall is the first thing you see.”

As a message board, the Welcome Wall allows United to post news, announcements or corporate-wide updates like quarterly results. It can also be used to extend personalized greetings to clients and other visitors, leaving a lasting impression. “When people come to this building, we want the experience to be one they remember,” Lynch added.

For United’s employees, Lynch said the video wall enhances the work atmosphere, providing a vivid display to recognize birthdays and work anniversaries or see the bank’s social media posts in real time. “It supports our corporate culture and fits within our vision to create a workplace that employees are excited about.”



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— Adam Dox, President, Advanced Video Group

Boardroom Centerpiece

In the bank's new boardroom, Advanced Video Group installed a nearly 12-foot-wide, 7-foot-high (6x6) Planar® TVF Series LED video wall with a 1.5mm pixel pitch. Complemented with automatic tracking cameras, microphones and a Cisco WebEx room pro system, the LED video wall provides a tailored solution for presentations and video conferencing.

“The 16:9 aspect ratio of the Planar TVF Series video wall matches their traditional video sources without the need for scaling,” said Adam Dox, president of Advanced Video Group. “From an integration standpoint, we’ve had tremendous success with Planar’s LED lineup over many years. We have peace of mind knowing that Planar displays will perform reliably in high-visibility, high-traffic areas, confirming that the investment is truly worthwhile.”

According to Mark Terry, chief information officer at United Community Bank, the superior performance of the Planar displays was a key factor in their decision. “We looked at other options, but in the end, kept coming back to Planar for its picture quality,” he said. “It’s not just a piece of technology—it’s something that brings our community together.”



About the Planar TVF Series

The Planar TVF Series is an award-winning family of fine pitch LED video wall displays that provide visual excellence for every application. Featuring a cableless and stackable design, Planar TVF Series video walls are assembled with a single-step process to connect embedded power and signal connectors from cabinet to cabinet, reducing the complexity of installation and vertical alignment. With front serviceability and a slim profile of less than three inches, the Planar TVF Series reduces the overall video wall footprint and servicing space required behind the wall—making it simpler to fit in more spaces compared to other video wall solutions.

About the Planar MGP Series

Planar MGP Series LED video walls provide organizations with a seamless, fine pixel pitch and high-resolution display at a similar value to tiled LCD video wall options. With 16:9 aspect ratio cabinets, each Planar MGP Series pixel pitch can achieve popular resolutions including Full HD and 4K. The displays can be configured to form video walls of other shapes for a wider range of applications and the 27-inch cabinets feature front installation and serviceability, enabling users to mount them directly to walls.