



Avocor Displays Enhance New Experience Center

PMC Commercial Interiors, based in the Carolinas, has for many years been a leader in designing and supplying the latest in commercial interior design and workplace technology. In a new development, PMC, with A.Visual, its in-house integration division, has recently opened an experience center to showcase workspaces that enhance the way people and organizations collaborate through technology. A variety of Avocor displays have been used throughout the venue to create a truly immersive and interactive experience for visitors.

The new PMC A.Visual Experience Center opened earlier this year with work beginning on the 13,000 ft² facility in May 2022. The planning stages involved a detailed process of defining the goals, designing suitable spaces, as well selecting suitable technology and content to bring the vision to life.

The first point of contact for visitors is the reception area which serves both as an introduction to the experience center and welcome zone. Further areas include huddle rooms, cellular offices, work pods, conference and meeting rooms, as well a variety of open-plan executive-style spaces. Each space features bespoke furniture and technology designed to demonstrate how these elements can combine to create functional workspaces to meet the unique and diverse needs of individuals, teams and groups of people.

A.Visual curated the audiovisual elements of the experience center informed by its core design principles. Firstly, simplicity: the company wants to make selecting technology simple. As such, its 'packaged' solutions are designed to simplify the user experience, create easy specification and provide seamless installation and maintenance. The integration process is also adjusted to consider every aspect of the user experience; from the way users connect, control and experience a collaborative space.

In particular, being a PMC brand partner allows A.Visual to create custom work solutions featuring unique casements, shrouds, and bracketry that seamlessly blend and organize the technology into its environment. This process of design, sourcing, and integration is carried out by an experienced team and gives each client a dedicated and reliable, on-going source for audiovisual technology expertise.



avocor



Kevin Case, Director at A.Visual has long-standing experience of working with Avocor and had no hesitation in choosing the company as the center's preferred display partner:

“I’ve known Avocor many years and my experience has always been positive. When we were putting our plans together with the variety of needs and requirements for each zone, it was clear that Avocor was the obvious choice for us, both for the versatility and functionality of its displays combined with the market leading service and support the company offers.”

Avocor displays are being used at the Experience Center in the following areas:

- An [L Series](#) 21:9 aspect display is installed in the main showroom to demonstrate the latest MTR (Microsoft Teams Room) functionality and to showcase the benefits and advantages of this new ultra-wide aspect ratio.
- A [G Series](#) 75” wall-mounted display is installed with a Neat Bar in a conference room set up for interactive presentations and video conferencing sessions.
- In a training room set up, an [E-Series](#) 55” display combines with a Heckler Cart and Mersive Solstice pod to fully demonstrate how technology can enhance interactive learning and training sessions.

The new PMC Commercial Interiors showroom is a shining example of how commercial interior design and Avocor audiovisual technology can work together seamlessly to create a space that is both visually stunning and technologically advanced.

