

Kimura Upgrades Office Environment with ViewSonic's Innovative Workspace Technologies

"In response to the evolving work environment, we need advanced systems and improved communication and visual technology to enhance our efficiency as a team. ViewSonic's innovative technology have enabled us to build a more forward-thinking workplace."

-Kristofer Tremaine, Founder & CEO of Kimura Capital



KIMURA GROUP

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INTERVIEWED

- Kristofer Tremaine, Founder & CEO of Kimura Capital
- Oliver Hall, CEO of Kimura Performance

INDUSTRY

- Finance and Asset Management
- Sports & Esports Marketing

CHALLENGES

- Kimura Group expanded to a larger office to support growing teams.
- Outdated technology at personal workstations and meeting areas often disrupted effective collaboration and video conferencing with clients.
- Kimura aims to elevate its overall branding by upgrading guest areas, workspaces, and meeting rooms.

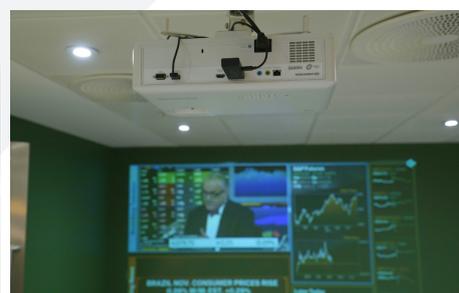
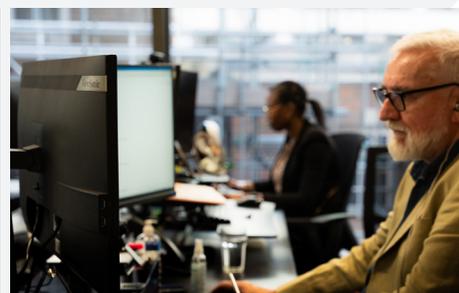
BACKGROUND

Founded in 2013, Kimura Capital is a London-based asset management firm specializing in commodity trade finance. With 15 global offices, they have recently launched Kimura Performance, a sister company dedicated to sports and esports marketing.

CHALLENGES

As Kimura Group expanded its business and operations, it quickly outgrew its office space. The limited room could no longer accommodate the growing teams of Kimura Capital and Kimura Performance, and the inadequate and outdated technologies at personal workstations and in meeting areas often hindered effective collaboration and video conferencing with clients.

To accommodate its business expansion, Kimura relocated to a larger office space. This move encompassed a complete technological overhaul designed to enhance operational efficiency and support the transition to a hybrid work environment. By implementing a comprehensive visual solution, Kimura sought to elevate its brand image in guest areas, improve the functionality of personal workspaces, and upgrade meeting room capabilities.



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SOLUTIONS

- ◆ A high-brightness projector is installed in the reception area to create a strong first impression and enhance brand image.
- ◆ Workstations were customized with dual, ultrawide, pre-calibrated monitor, and video conferencing monitors.
- ◆ Meeting rooms were equipped with ViewBoard displays and all-in-one conference cameras for seamless hybrid communication.

SOLUTIONS

After careful consideration, Kimura Group outfitted its new office with a comprehensive range of ViewSonic technologies, seamlessly transforming the reception area, individual workstations, and meeting rooms into a modern, efficient workspace. To make a strong first impression on visitors and enhance its brand image, Kimura installed a high-brightness lamp-free projector in the reception area.

In response to employee needs and multitasking demands, Kimura Group customized individual workstations with a variety of setups, including dual monitors, ultrawide monitors, pre-calibrated monitors, and video conferencing monitors equipped with built-in webcams and AI-powered two-way noise reduction.

The meeting rooms were outfitted with ViewBoard interactive displays, boasting built-in software that enabled wireless content casting, on-the-fly annotations, and sketching—all easily shareable with attendees during or after the meetings. To enhance hybrid communication, these displays were paired with all-in-one conference cameras, creating a streamlined and user-friendly setup that integrated video, audio, and microphone functionalities.



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RESULTS

- ◆ Larger screens boost multitasking and efficiency, while videoconferencing monitors with noise reduction ensure uninterrupted calls in busy office environments.
- ◆ For creative work, pre-calibrated monitors ensure accurate colors, while ultrawide monitors enhance sim racing rigs with smooth, realistic gameplay.
- ◆ Meeting rooms are equipped with ViewBoard displays for better collaboration and high-resolution cameras for professional videoconferencing.

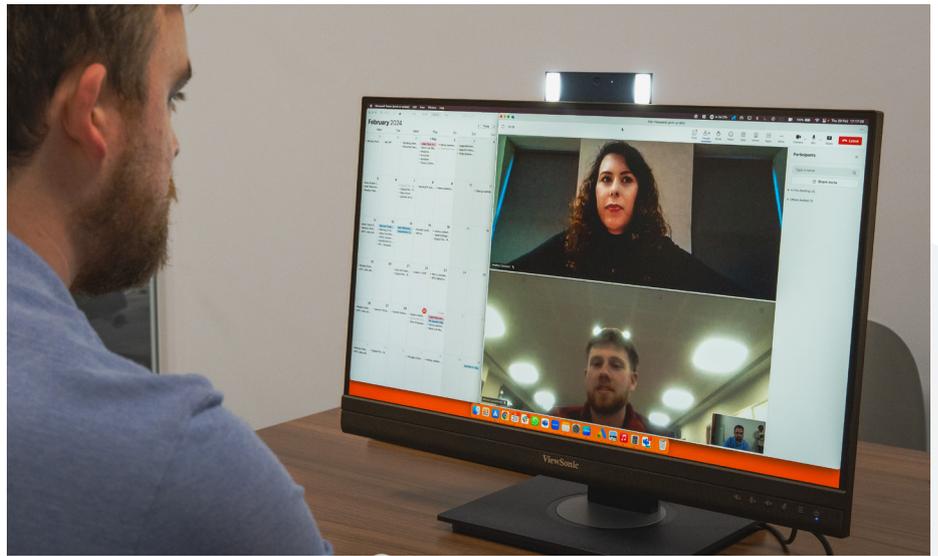


Watch on YouTube

RESULTS

The technological upgrade seamlessly aligns Kimura's work environment with its business objectives and future vision. In the reception area, a high-resolution projector displays vivid images and large-scale promotional videos on a wall, creating a visually impactful environment that enhances the first engagement experience with their brands.

At individual workstations, expanded screen real estate enables seamless multitasking, significantly boosting employee efficiency. The videoconferencing monitors, equipped with powerful noise reduction capabilities, allow them to conduct video calls from their desks without interruptions, even in a busy office setting, while maintaining a professional image.



In creative workflows, pre-calibrated monitors play a vital role by ensuring accurate colors from the start for tasks like content design, video editing, and influencer streaming. With a wide color gamut, including sRGB, Adobe RGB, and DCI-P3, ViewSonic monitors guarantee vibrant, true-to-life visuals across devices without the need for manual adjustments. Similarly, the sim racing rigs at Kimura Performance benefit from ultrawide gaming monitors with high refresh rates and low input lag, providing smooth, responsive gameplay that enhances the realism of the experience.

In the meeting rooms, the introduction of ViewBoard interactive displays is pivotal in enhancing team synchronization and collaboration across both onsite and hybrid settings, enabling the immediate dissemination of notes and sketches. The videoconferencing is significantly upgraded with ultra-high-resolution cameras, ensuring a professional presentation during sessions with clients and investors.

