



# Abu Dhabi Islamic Bank (ADIB)



## Abu Dhabi Islamic Bank (ADIB) counts on VITEC IPTV and digital signage solution

Abu Dhabi Islamic Bank (ADIB) is one of the leading Islamic banks in the Middle East. Seeking to enhance internal communication and modernize its headquarters in Abu Dhabi, UAE, VITEC was chosen as the key partner to implement an IPTV and digital signage solution. ADIB has a strong reputation for delivering innovative financial services, with a consistent track record of growth and assets totaling \$39 billion. The bank's headquarters – located in the heart of Abu Dhabi's business district – reflects its modern outlook and commitment to providing world-class facilities. The building serves as a central hub for more than 2,000 employees.



## The Challenge

### Key Features

#### **High-Definition Content Delivery:**

Seamless broadcasting of live TV and corporate messages in high definition across all end-points.

#### **Centralized Content Management:**

ADIB's IT team could manage live TV, digital signage, emergency alerts, and real-time updates from a single platform.

#### **Scalability:**

The system was designed to grow with ADIB's evolving requirements, with the ability to add new end-points and content zones without significant infrastructure changes.

#### **Security:**

End-to-end encryption ensured that all internal communications remained confidential.

ADIB required an IPTV and digital signage system capable of delivering live TV, corporate messages, and real-time updates throughout its headquarters. The bank's headquarters spans multiple floors and departments – each with unique communication needs – so it was crucial that the solution be scalable and flexible enough to cater to the different zones within the building. One of the primary challenges was to integrate this new system seamlessly with the bank's existing IT infrastructure without causing any disruption to daily operations.

Additionally, as a leading financial institution, ADIB needed to ensure that all internal communications transmitted via the system were secure and encrypted, safeguarding sensitive information and maintaining the highest standards of confidentiality. These challenges required a solution that was not only technically advanced but also capable of addressing the specific operational demands of a financial environment.

# The solution

VITEC's IPTV and digital signage solution provided a centralized content management platform that allowed ADIB to control live TV, internal messages, and real-time alerts with ease. The IPTV system integrated seamlessly with the bank's existing network, reducing downtime during installation and ensuring no disruption to daily operations. The modular and scalable architecture allowed the system to grow with ADIB's future needs, while robust encryption ensured the confidentiality of all communications. VITEC also provided support for multiple display types, ensuring consistent content delivery across workstations, large-format video walls, and communal areas.

"It's our privilege to work with ADIB, a prestigious financial institution and a leading provider of banking services," says Fadi Jumaa, Business Development Director, Middle East, VITEC. "The project demonstrates VITEC's expertise in delivering secure, flexible, and high-quality IPTV and digital signage solutions for the financial sector. The modular nature of the system allows ADIB to expand as and when it requires, and we look forward to continuing our successful working relationship with ADIB."



## Featured Products

### Avedia server c1520

Seamless broadcasting of live TV and corporate messages in high definition across all end-points.



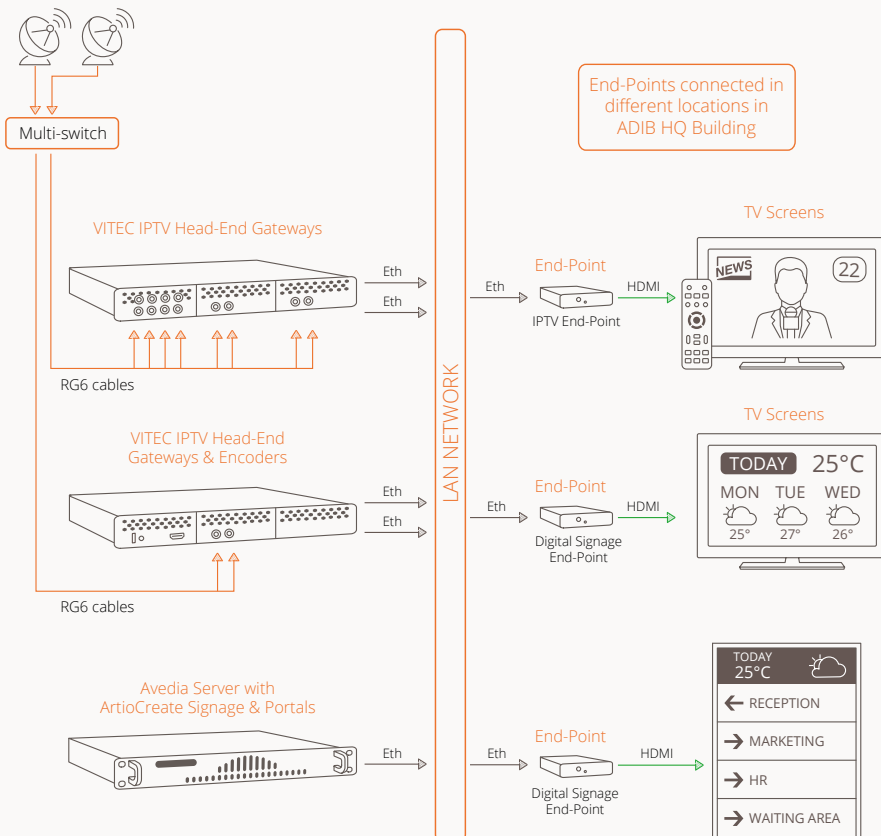
### Avedia c1210 Chassis

The c1210 Chassis comprises ten hot-swap module slots, capable of accepting the latest compatible VITEC blades. All slots can stream TV and radio (news, sports, entertainment, educational) channels over your existing network.



### VITEC End-Points

Seamless broadcasting of live TV and corporate messages in high definition across all end-points.



## Future Plans

With the successful implementation of VITEC's solution, ADIB plans to further enhance its communication capabilities by expanding the system and integrating additional interactive features. This scalable solution positions ADIB to continue delivering superior employee engagement and operational efficiency as it grows.



“At Abu Dhabi Islamic Bank (ADIB), VITEC's IPTV and Digital Signage deployment has enhanced internal communication and customer engagement. The bank needed a secure, scalable, and high-performance solution to boost corporate messaging, ensuring real-time delivery of financial updates, announcements, and branded content across its headquarters. Scalability was a key consideration; our deployment allows seamless expansion to future locations and evolving technologies. With this solution, ADIB has significantly improved employee engagement and visitor experience, reinforcing its position as a leader in digital transformation within the banking industry.”

Walid Tabet - Regional Director - ME

## Industry Leading Video Innovation

VITEC is a market-leading provider of IPTV, Video Streaming and Digital Signage Solutions that help organisations harness the power of video to engage, empower and evolve. VITEC is a pioneer in the design and manufacture of hardware and software for video encoding, decoding, transcoding, archiving and streaming over IP. Our end-to-end video streaming solutions enable customers to capture TV and video content directly from any source and manage its delivery, as channels or within digital signage screens, to any connected device via an existing network.

From corporate, broadcast and venues, to accommodation, government and military, VITEC has global expertise in delivering complex, proAV solutions.

VITEC's award-winning IPTV platform is a powerful suite of services for content management, digital signage, video archiving, and video wall processing. Our encode/decode solutions are 100% hardware based, including PCIe cards with SDK for custom design or OEM for high-performance video systems.

Headquartered in Paris, France, we have a global reach through our offices across the Americas, Europe, Middle East, Africa and Asia Pacific.

Making a difference with green initiatives, VITEC is the first Zero Carbon MPEG company and encourages customers to 'buy GreenPEG' for continued environmental efforts to reduce greenhouse gases.