

# Project Profile

Peterbilt Motors  
Denton, TX



Ford AV delivered a high-performance AV upgrade for Peterbilt Motors' corporate headquarters, integrating custom LED video walls to support branding, presentations, and hybrid collaboration.

- Custom direct-view LED systems delivering high-brightness vertical lobby visuals and ultra-wide auditorium displays for branding and large-scale presentations
- Flexible LED content and presentation workflows supporting single-canvas or multi-window layouts, live playback, and hybrid use
- Integrated audio, video, and capture systems enabling immersive sound, recording, streaming, and hybrid collaboration
- Centralized control and media management providing intuitive operation, responsive content control, and future-ready scalability

## Participants

**Owner**  
PACCAR Inc.

**General Contractor**  
Balfour Beatty

**Design-Build AV Contractor**  
Ford Audio-Video Systems

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