



technology | Samsung Digital Signage



Digital signage creates visual impact and generates a long-term revenue stream at leading BMW dealership

At their recently opened flagship showroom, one of the UK's largest BMW dealerships wanted to exploit the marketing communications potential of a large, strategically placed display space within the reception and sales area.

Bringing the showroom to life

In addition to creating strong visual impact, the dealership wanted to generate a long-term revenue stream by promoting its latest products and services – and provide customers with the latest news on the BMW brand.

The challenge was how to present BMW promotional media, with fully integrated audio as well as still images, in a format that was sophisticated and visually exciting – yet easy for dealership staff to manage and update themselves.

The solution – Samsung's MagicInfo digital signage system

On seeing an on-site demo, dealer principals were easily convinced that Samsung MagicInfo could provide the ideal solution – enabling them to communicate their marketing messages in an imaginative and engaging way.



The Samsung MagicInfo four-screen display during and after installation at a new flagship BMW showroom.



Eye-catching, affordable and easy to use

They quickly grasped that Samsung's digital signage system would also have the ability to present scheduled media content, including live TV alongside their own BMW-branded material – and that this killer combination would be key to holding the attention of their customers.

Not surprisingly, price was also a factor – but not an issue, as the recommended Samsung MagicInfo system is very affordable compared to similar systems on the market. And, all importantly, it is very easy to use.

Not surprisingly, the installation went ahead. And now, a few months on, the system is proving very effective – and the company is delighted with the response it has received from customers.



A brilliant system backed with in-depth support

The dealership acknowledges that their Samsung MagicInfo system was

designed, installed and integrated by their Medium Reseller Partner in a highly professional manner, with seamless support from the early planning stages, through the final training and hand-over sessions, right up to the opening of their new facility.

For more information or to arrange a demonstration, call your Medium Account Manager, or visit medium.co.uk

“The Samsung MagicInfo system is extremely flexible, enabling us to present a wide range of material. What’s more, it’s very cost effective compared to similar systems on the market. And, all importantly, very easy to use.”

Dealer Principal



Eye-catching, high impact video brings the showroom to life – entertaining waiting customers and potentially generating significant revenue.



Medium (UK) Ltd

Units 5 & 6
Peter James Business Centre
Pump Lane, Hayes
Middlesex, UB3 3NT

t 0208 813 5777
f 0208 561 9415
e sales@medium.co.uk
w medium.co.uk