Case Study/ Success Story information template

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UK Ferrari Dealership

Video Wall/ Hospitality

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BD process

UK attended trade show
Disty visit UK booth
SI got Ferrari request
SI ask disty
Disty contact UK
UK direct contact SI and Ferrari

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Story

Ferrari used projector to play AD during weekday and hold VIP F1 watching party during weekend. The owner though their VIP must have high-end A/V equipment at home, if the showroom still using projector and lower resolution visual experience, it's not match Ferrari's image. In order to attract VIP to attend the party, he decided to upgrade projector to video wall.

Customer Pains

- They need really high quality visual experience
- They need a really easy to use solution to switch between sources,without seamless switching.
- They need to play SKY TV which has HDCP issue.
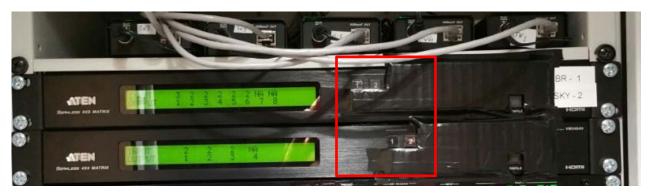- They need a affordable solution

ATEN Solutions

- VS182A
- VE801
- VM5808H
- VM5404H
- Tailored UI

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Winning points

- HDCP Compliant compared to CYP
- Easy to use. After interview with customers, ATEN suggested to set 2 profiles for 2 video matrix, users can easily use front panel push buttons to switch between 2 video sources without using UI.

- ATEN provided affordable 8+4+Tailored UI solution instead of 12 or 16 ports matrix(ATEN Matrix is also a one box solution which combined video matrix and video wall functionality)
- VM5808H controls upper 6 TVs, VM5404H controls lower 3. Showroom staff can press both 1 or 2 to switch video source to commercial or SKY TV before store open, so they don't need seamless switch.
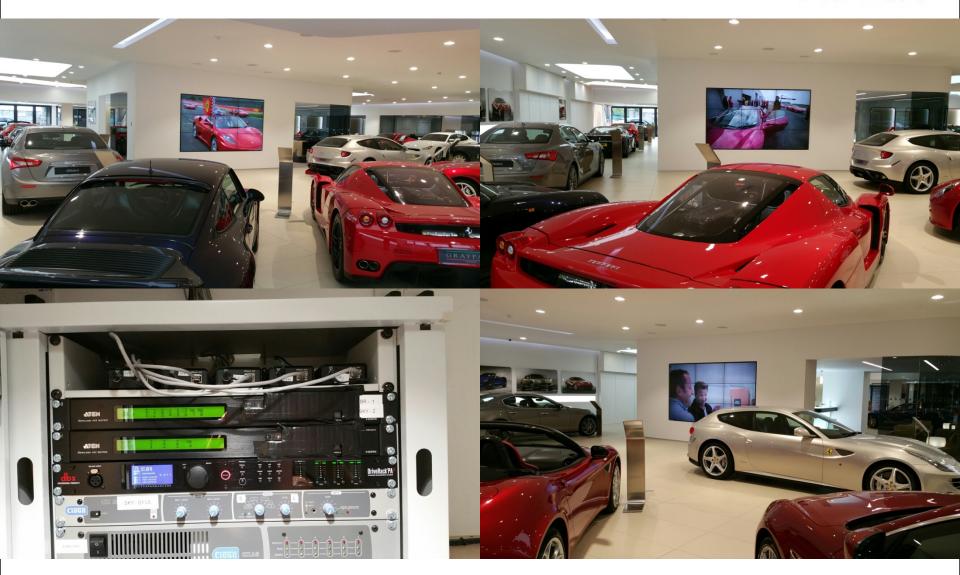
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User Benefits

- Increase showroom's visual appeal
- Easy video wall source selection
- Tailored, expandable solution
- HDCP-compliant

Diagram(Solution Architecture)

HDMI Cable
Cat 5e

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