



CASE STUDY

Lamborghini Palm Beach makes a world-class statement with a hi-def 52" ePoster from ViewSonic.

Challenge

- Bring multimedia digital content to the showroom
- Attract more attention from prospective customers

Solution

- ViewSonic 52" ePoster

Benefits

- Clear, bright, high-definition visuals
- A more interactive customer experience
- Displays the full spectrum of vehicle styles and colors



EP5202r ePoster
Hi-impact High-Definition Digital Poster



Lamborghini Palm Beach

— A Division of Warren Henry Automobiles —

Lamborghini Palm Beach

CUSTOMER PROFILE

Lamborghini Palm Beach in West Palm Beach is one of the largest Lamborghini dealerships in the southeast, offering a full suite of new and pre-owned exotic and high-line automobiles. The dealership, owned by the Warren Henry Auto Group in South Florida, carries a comprehensive line of Lamborghini vehicles including the Murcielago, Gallardo and Jota.

The Challenge

For a dealership that sells some of the world's most exotic cars, customer perception is everything. Every tool that can help communicate beauty, luxury and cutting-edge style is a welcome addition to the showroom. Such was the case for Lamborghini Palm Beach. In September 2010, the dealership sought a new way to attract the attention of potential customers and passersby. The dealership decided that digital signage was the right choice—and found a perfect fit with the **ViewSonic 52" display ePoster**.

The ViewSonic Solution

After a smooth installation, the ePoster began delivering on all the dealership's expectations—creating a multimedia experience worthy of the Lamborghini name.

"We wanted a beautiful piece in our showroom that would really catch someone's eye," said Teresa Balog, Customer Care Manager. "The **ePoster** is located in our front door area facing the outside of our building, so if people are looking at our cars from outside, they see our **ViewSonic ePoster** and are more apt to walk inside."

Balog also praised the ePoster's impressive size and innovative technology.

"The high-definition images on display are always crystal clear—they're absolutely gorgeous," she said. "And when the lights go down the bright colors and images are even more spectacular. It's definitely brought more of an interactive experience to customers that come here."

"It's funny, people will literally stand here and watch our entire slide show," she added. "And soon, we plan on expanding our graphics to include video footage, which will make an even stronger impression."

The Results

Not only is the ePoster turning heads in the showroom, it's also assisting with the more practical side of sales and marketing.

"Because we're a Lamborghini dealership, we don't have 50 vehicles on our property—at any given time, we have between 5 and 7 cars here," Balog said. "The **ePoster** gives potential customers a way to see other Lamborghini colors and styles that we may not have on property. That's an added benefit, for sure."

Going forward, the impact of the **ePoster** may soon be at work on the road, too. The dealership is already making plans to bring the **ePoster** along to a variety of upcoming community events, including the Ft. Lauderdale Boat Show, the Palm Beach Boat Show and other large expos.

"Overall, we're very happy with our **ViewSonic ePoster**," she said. "It's more cutting-edge than just printed pieces, and that's what Lamborghini needs to be—beautiful, cutting-edge and top-of-the-line. The **ePoster** definitely delivers that."

For more information, contact ViewSonic at SalesInfo@ViewSonic.com or visit www.ViewSonic.com.



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