

Case Study: Automotive Broadcast Network (ABN)

ABN Digital Signage Featuring Samsung LED Displays Engages Customers, Boosts Auto Dealership Sales



**AUTOMOTIVE
BROADCASTING
NETWORK**



Overview

Customer Need

The Automotive Broadcast Network (ABN) was founded in 2006 by automotive retail professionals to help auto dealerships sell more products and services by better using a resource most of them already had on site: television. As ABN began to expand, it needed digital signage technology that could deliver impactful video content throughout the dealership and communicate with customers at every point of contact.

Samsung Solution

ABN selected Samsung LED edge-lit display technology to roll out its new digital signage solution for dealerships. For showrooms, where dealerships sought a visually impactful way to showcase the latest automobile models in action, ABN utilizes the 55-inch Samsung UE Series display featuring an ultra-thin bezel to create seamless video wall installations. Customized content is delivered to other locations around the dealership, from the service areas to the reception, utilizing Samsung's slim, energyefficient ME Series displays.

Results

ABN's digital signage solution is powering content on more than 1,200 displays across 42 states. The highly-targeted content delivered on eye-grabbing Samsung displays enabled dealerships to educate and inform customers about all the different opportunities and services they have to offer, from service specials to discount programs. Just as important, ABN's member dealerships are experiencing higher sales across all departments. experience, it has also reduced costs.

SAMSUNG
BUSINESS

The Customer

Automotive Broadcast Network (ABN)

The Automotive Broadcast Network (ABN) was founded in 2006 with the aim of providing auto dealerships with targeted TV programming to engage customers as they waited for their vehicles to be serviced.

Jerry Daniels, ABN's founder and a veteran in retail automotive, recognized the power of video as a marketing tool and felt dealerships were missing a prime opportunity. "We spend hundreds of thousands of dollars in advertising to drive customers to our dealerships, and then let them watch daytime soap operas as well as ads from our competitors on the TVs while they wait for their cars to be serviced," Daniels recalled. "It's crazy."

Created in partnership with CBS, ABN's first product offering, "Dealer TV," provided subscribing dealerships with family-friendly programming mixed with promotional content on the latest car models and maintenance services. As ABN's subscriber base grew, dealerships reported strong results from the service — with significant increases in customer recall of dealer-related information and purchase intent, according to data from ABN.



The Customer Need:

Digital Signage to Reach Dealership Customers at Every Touch Point

Dealer TV was limited to reaching customers at only one place — the waiting room in the service departments. As ABN looked to expand on its initial success, it realized the dealerships could achieve even greater benefit using audio-visual content and messaging to reach customers at many other touch-points, explained Robert Orndorff, executive vice president of operations for ABN. "There was the potential for broadcasting messages on digital signage throughout the dealership — from the showroom to the service waiting area or the parts counter," he said.

To accomplish this, ABN began planning a new digital signage program that would deliver highly-targeted content — including broadcast-quality graphics, video and data — to screens located throughout customer dealerships.

ABN's new digital signage offering, however, would require it to provide dealers with specialized commercial display technology to effectively perform in different environments and with different types of content. For example, for customers waiting in the service area, the dealership sought to mimic the experience of sitting around a living room watching TV. For customers in the showroom, however, they needed a high-impact, eye-grabbing experience.

ABN's other requirements for the digital signage display technology included high image quality, energy efficiency, thin depth and the ability to run 16 hours a day and seven days a week.

The Samsung Solution

Samsung Edge-Lit LED Display Technology

To support its new digital signage service, ABN opted for Samsung LED edge-lit commercial display technology, which would deliver its customers a combination of exceptional picture quality, a thin profile and high energy efficiency.

For the showroom environment, where dealers sought to provide potential buyers a strong visual impression of driving the vehicles, ABN offers a video wall solution created utilizing Samsung's 55-inch UE Series displays. The LED edge-lit UE Series features an ultra-thin bezel specifically designed for video wall applications, ensuring a virtually seamless viewing expanse with full HD resolution and 5,000:1 contrast ratio.

"When customers are in the showroom looking at inventory and waiting to talk to salespeople, the video walls allow the dealerships to show the cars in an engaging and visceral way," Orndorff said. "Because of the sharpness of the image, customers really feel the experience of the driving the vehicle."

In the service areas ABN broadcasts content from CBS and other third-party providers, along with automotive tips and custom content for the dealers, which keeps competitive ads off the screen. The digital menu boards in the parts and service departments offer price lists and customer discounts.

In other areas the dealerships display information about their local charitable activities or other corporate news.

While screen sizes and configurations are customized for each dealership's specific needs, ABN selected the Samsung ME46 as its standard display. The ME Series' ultra-slim chassis and thin-bezel design provides the high level of sophistication and efficiency that the dealership network demands, according to Chris Evans, director of customer experience at ABN.

"When customers walk through the dealership, they may see a screen from all sorts of angles, even behind or underneath it," Evans explained. "It was important that the technology have a clean look. The Samsung display technology offers a thin chassis and tight connections that ensure no cabling is visible, and the entire display maintains an elegant, aesthetic appearance."

For dealerships seeking Leadership in Energy and Environmental Design (LEED) certification, the low energy consumption of the Samsung displays is also an important consideration. The LED edge-lit displays are Energy Star 5.0 approved and consume an average of 40 percent less power than similar models utilizing CCFL backlights, providing significant reductions for a lower total cost of ownership. LED technology also contains no mercury.

Quick Profile:

As used by the Automotive Broadcast Network

55-INCH UE SERIES LED-LIT DISPLAY



Panel Technology: Edge-lit LED LCD 240Hz

Resolution: 1920x1080

Brightness: 380 nits

Contrast Ratio (Typical): 5000:1
Bezel Width: 5.2mm

Screen Depth: 29.9mm

Power Consumption (Typical/Max): 160W/180W
Features: Video wall-capable; MagicInfo Lite signage software; built-in speakers (10W + 10W)

46-INCH ME SERIES LED-LIT DISPLAY



Panel Technology: Edge-lit LED LCD 60Hz

Resolution: 1920x1080

Brightness: 350 nits

Contrast Ratio (Typical): 5000:1
Bezel Width: 15.1mm (16.6mm at bottom)

Screen Depth: 29.9mm

Power Consumption (Typical/Max): 92W/110W

Features: Built-in TV tuner; MagicInfo Lite signage software; built-in speakers (10W + 10W)



The Results

Visual Appeal, Targeted Messaging Drive Dealership Sales

ABN has seen rapid adoption of the digital signage solution among existing and new dealership customers since its introduction in 2011. ABN powers digital signage for more than 1,200 displays across 42 states.

The digital signage has enabled dealerships to educate and inform customers about all the different opportunities and services that dealerships have to offer, from service specials to discount programs, presented on vibrant, attractive displays that capture customer attention and boost sales.

For example, the Covert Auto Group in Austin, TX, installed Samsung LED lit displays in three dealerships. At Covert Cadillac Austin the displays were mounted throughout the service area, parts showroom, and new and used auto showrooms.

In the service areas the displays are used to play Dealer TV, while in the parts showroom the displays show a mixture of information on the Covert family dealerships, and service and parts specials. Most strikingly the dealership has also installed six custom video columns, most consisting of two displays stacked in portrait formation, that show Cadillac video content.

“The feedback has been fantastic and the displays bring a whole new energy to the showroom,” said Brad Elliott, GM of Covert Cadillac. “In the past we had printed pictures that were static, but the LED displays have a completely different impact and customers really like the clarity and dynamism. Everyone is impressed by the image quality and many

employees have been upgrading their TVs at home after seeing what they are missing with LED-lit display technology.”

At Honda of Superstition Springs, AZ, the ABN digital signage has enabled the service department to increase revenues significantly. Prior to ABN the dealership’s salespeople sold only about four to five cars a month out of the service drive. When the digital signage was put in the service area sales jumped to about 20 a month, according to Chris Zamora, owner of Honda of Superstition Springs. That figure increased to 60 to 70 a month as screens were added throughout the dealership: in the service lane, the service advisors’ desk, the parts counter, the service waiting area and the showroom.

Orndorff said that by strategically placing digital signage throughout their facilities, the dealers have been able to facilitate communication with their customers in a consistent and effective manner. “It really has created a ‘wow’ experience that translates into higher customer satisfaction and higher sales,” he concluded.



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- Brad Elliott,
GM of Covert Cadillac



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