

Samsung case study

Audi choose Samsung screens to deliver new TV service in its UK showrooms



Audi UK

It is reported that the Audi Brand Group, which includes Seat and Lamborghini, accounted for almost 75% of the entire Volkswagen AG Group's net income of 1.12 billion Euros on sales of 95 billion Euros. With the help of a nationwide UK network of some 133 Audi Centres, the company has shown increased year on year sales since 1998, culminating in the delivery of over 81,000 new Audi model cars to UK customers in 2005.

In October 2005, as part of its continued sales-drive, the company made the decision to launch Audi TV and so became the first car manufacturer to transmit its own dedicated 24-hour television channel. The digital transmission is available on Sky channel 259. Embracing digital technology, the Audi channel takes a 'red button' approach, allowing viewers to browse the car range, find their closest dealerships, and even book test drives.

The Challenge

Audi UK needed to deliver the new Audi TV service in its showrooms across the UK. For this task the type of screens that the company needed would have to overcome a number of challenges. "Audi is a prestigious, sophisticated and sporty brand" said John Swain, external project manager for Audi, "and the chosen displays would need to reflect this. Picture quality was of prime importance, particularly as many Audi centres are constructed with a glass frontage, and so contain huge amounts of ambient light. It was vital for us to find a manufacturer that could provide exceptional picture quality in such an environment.

Support was also a major factor. If something goes wrong, we need it fixed quickly" continued John, "and I was looking for a manufacturer that I could rely on to get any problem resolved with a single phone call"

A number of products were assessed, among them Samsung Electronics' 40" (TFT) display panel.

Audi showroom screens - a summary.

The Challenge.

- To provide a large UK showroom network with easy to read, reliable, durable and state-of-the-art display screens

The Solution.

- Provide 32" and 40" LCD flat screens (SM323T and SM403T)
- Product supplied with 0% DOA
- No screen burn and correct specification for the lighting conditions

The Benefits.

- Brighter, sharper colours
- Easy to read under any light conditions
- Little or no glare
- Simple to install
- Wide choice of siting options

The Solution

After an evaluation of products' picture quality, brightness and reflection on screen in a number of different environments, Audi choose the Samsung SM403T. "Its large screen size allowed for information to be portrayed clearly and effectively within our dealerships" said John.

"But the real winner was its picture quality in ambient light."

Also taken into account were the additional features of the SM403T such as its support of all required multimedia devices and its reduced power consumption.

"Less power makes for a longer life span for its components – and that made the SM403T both the most attractive and the most economical unit."

Implementation

The Samsung units are now rolling out to Audi centres across the UK. "The support received from the Samsung account manager has been fantastic. All display panels have been delivered and installed on time and in perfect working order. It seems that whenever I ask Samsung to jump they only want to know how high!"

The Future

John Swain has been absolutely delighted with the performance of the Samsung products supplied and also with the overall service received. "I can only thank Samsung without reservation for their support throughout this project with Audi. Their service and attention to detail at every stage has been exemplary and their products are performing to an excellent standard despite very heavy daily use."

Both Samsung and Audi are now looking to the future to develop and reinforce the substantial progress already made.



Samsung SM403T Display Panel: 40" color active matrix LCD (TFT)

- Resolution: 1280 x 768 Maximum
- Contrast Ratio: 600:1
- Brightness (Typical): 500 cd/m²
- Viewing Angle (H/V): 170/170
- Cabinet Color: Black
- Dimensions: 38.3" W x 26.5" H x 3.9" D
- Video Inputs: Analog RGB, Digital DVI
- Environments: PC and Mac compatible
- Warranty: Three Year Covering Parts and Labour

About Samsung

Samsung Electronics Co. Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2004 parent company sales of US\$55.2 billion and net income of US\$10.3 billion.

Employing approximately 113,600 people in over 90 offices in 48 countries, the company consists of five main business units: Digital Appliance Business, Digital Media Business, LCD Business, Semiconductor Business and Telecommunication Network Business.

Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones, and TFT-LCDs. For more information, please visit www.samsung.com/uk/business

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