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## CASE STUDY



# BMW – The Ultimate Driving Machine

BMW is one of the most well-known and highly desirable car manufacturers in the world who has 153 dealers in the UK. During a recent refit of each dealership, BMW required new a interface screen for each member of staff for all administration tasks as well as some display panels for showing images of cars.

The main screen on each staff member's desk would be the central viewing platform for confirming all the details of each order placed by a customer – therefore it needed to be of high specification in terms of size of viewing area and resolution – so that it would provide an easy viewing experience for both customer and staff member.

Using a variety of NEC Display Solutions monitors, each dealership was given a tailor-made solution and the project has seen over 3000 units being installed across the UK.

NEC Display Solutions Account Manager, Steve Teasdale, said: "We were able to provide BMW with a range of different sized monitors that would provide a simple solution for each dealership and were able to guarantee that we could provide for both present demand and for requirements as each new dealership opened around the UK."

For further information on NEC Display Solutions products call

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