



## Mercedes Benz

Mercedes Benz (Belfast) is part of the Sytner Group and one of the UK's top 25 franchised dealers selling both new and used Mercedes cars. They wanted to increase awareness within their existing customer base of additional products, services, deals and promotions they offered.



We are always looking for new and innovative ways of informing and educating our customers, the beauty of working with Legato is that it's a one stop shop from ad creation to screen. We are very pleased with the quality and performance of Legato and their inSight product.

**PETER FOLEY**

Mercedes Benz - Belfast



## Installed equipment

Mercedes Benz (Belfast) installed a Legato inSight system plus a DVB (Freeview) interface within their IT communications room. The system is coupled via HDMI extenders and CAT6 cabling to a remote 46" commercial monitor installed in the service waiting area. The inSight digital signage system was integrated into their existing IT and AV infrastructure to enable off-site updating of the content and streaming of internet based video content as required.

The current system will soon be extended through the use of free Legato inTouch software for the iPad which enables "content on demand". In due course this will provide the capability for authorised staff to interact with the screen in real-time to access pre-stored infomercials and related multimedia in response to customers questions.



## Project objectives

Promotions carried out by Mercedes Benz (Belfast) need to be undertaken in an unobtrusive way that fits in with the overall corporate branding of Mercedes Benz.

Mercedes Benz had identified that customers waiting to dropoff or pickup their cars for servicing provided an ideal opportunity to target their existing customer base. They already had a television screen showing live news but this still left the questions of how to incorporate additional information on the screen and how to place 'spot' messages on the screen at short notice.

To solve these problems they turned to Legato to provide a complete solution consisting of the Legato inSight digital signage platform, plus high quality content to populate the system.

Mercedes Benz (Belfast) plan to extend the system through the use of Legato's free inTouch iPad software to provide "content on demand". This will provide the capability for authorised staff to interact with the screen in real-time to call up stored infomercials and related multimedia in response to customers comments.

The system has been such a success in Mercedes Benz (Belfast) are now in the process of installing remote interactive versions of the Legato inSight system throughout N.Ireland to provide real-time information on their stock of used cars.

## How it is used

The Mercedes Benz (Belfast) system uses a professionally designed 'layout' to segment the screen into multiple areas consisting of a private 'live data' feed, clock, logo and multimedia window. The layout displays a consistent Mercedes Benz brand regardless of the content being shown.

The multimedia window plays a continuous loop consisting of HD video for a period of ten minutes followed by ten minutes of live DVB-TV news. The live TV news runs in fixed time slots while the play loop for multimedia content automatically adjusts as items are added or removed.

On-site reception staff use the Legato 'Live Data Client' to update an animated 'ticker tape' in real-time, using the systems built-in private RSS feed.