



Case Study : Lomond Audi Ltd

Design and install a complete AV solution to inform, entertain and promote the benefits of an Audi lifestyle to consumers

**Client:**

Lomond Audi Ltd

**Location:**

West Of Glasgow

**Project:**

Design and install a complete AV solution to inform, entertain and promote the benefits of an Audi lifestyle to consumers



**Background:**

Lomond Audi is a franchise based in west and central Scotland. The franchisee wanted to create a compelling, innovative sales environment in a brand new flagship dealership to the west of Glasgow.

**Solution:**

Scotia UK created a fully networked audio visual solution that centres around a wireless touch panel control system that routes information to a series of displays, when and where it is needed. These displays consist of nine plasma and LCD units located in prime viewing positions around the showroom. To complement this superior technology, a similarly high spec sound system was chosen. BOSE has long been regarded as the premier name in this market and, indeed, has been the brand of choice in Audi cars for many years.

The AV system can show any combination of images from DVDs, PCs, live television or video; each screen can be individually controlled and sound adjusted accordingly. Scotia UK also installed a multimedia large screen projection for

the showroom's conference and training area. This high quality system creates an environment that encourages customers to linger for longer periods, creating greater sales opportunities in the process.

**Equipment:**

- AMX 8.4" wireless touch control panel
- 8 x 42" Plasma Displays
- 2 x 30" Plasma Displays
- Bose system 32, 16, Freespace loudspeakers
- Cloud amplifier
- Cat 5 distribution matrix

*"We have been especially pleased that the system meets all our technical criteria and fits so well with the architecture and interior design of the showroom. It is an ideal complement to the Audi brand."*

*Hugh McMahon, Dealer Principal, Glasgow Audi*