

EQUIPMENT SUPPLIED

27x Clarity Matrix with G2 Architecture MX55HDS:55"
1920x1080, 800 nit LCD video wall system. Includes 1 LCD module, power supply modules, standard length quad controller electronics and EasyAxis™ mount.

20x 21.5" diagonal edge-lit LED LCD, 10-point projected capacitive touchscreen with USB interface, analog and DVI input, Op. Temp: 0 to +40 C, brightness 270 cd/m2, 1000:1 contrast ratio, 100mm VESA, side or front mount, power supply included.

STAKEHOLDER PROFILES

Rockar.

media **zest**

DALZIEL + POW

midwich

ROCKAR

Simon Dixon was so frustrated with the experience of buying cars that he created Rockar, a truly customer focused buying experience, challenging the traditional car buying process. Launched in November 2014, Rockar Hyundai is the world's first automotive digital retail experience, which offers customers an all-new way to buy a new car.

MEDIAZEST

Mediazest prides itself on providing the best AV technology for in-store use, working "seamlessly" with brand owners and agency partners, listening carefully to the businesses objective and applying knowledge and expertise to devise the optimum solution; one that is intended to "wow and turn heads".

DALZIEL & POW

The leading, independent, London-based agency creates "engaging brands all around the world". The company's team of retail experts offers strategy, design and innovation, defining imaginative brands and delivering engaging experiences for a new era of customer.

MIDWICH

The Midwich Group is a renowned, award-winning trade-only distributor of cutting edge technology, employs over 450 staff, serving customers in the UK, Ireland, France, Germany, Australia and New Zealand. Midwich Solutions is dedicated to its resellers and vendors alike, with a strong focus on providing an excellent customer experience at every touch point.

3x Integrated Wallnett - Adds Integrated Wallnet Health and Status Monitoring Capabilities to the Quad Controller.

2x 65" Planar EP6514K UHD, ultra slim, LED backlight, 24x7 reliability, metal bezel, landscape and portrait, wide array of inputs, OPS slot, 350 nit brightness, speakers, RS232 and LAN control.

OUR EXPERTISE IS YOUR ADVANTAGE

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Rockar.

CHANGING THE WAY WE SHOP

MIDWICH SOLUTIONS IS AT THE FOREFRONT OF RETAIL TECHNOLOGY



Hyundai Rockar Westfields, Stratford – Case Study

Car dealerships have been undergoing a transformation over the past few years, with audiovisual technology taking centre stage in what has become a more customer-focused, retail-style environment. Sales executives have dropped the hard sell, becoming more like consultants, guiding potential customers through various vehicular options via touchscreen 'sales hub' units. The showrooms themselves resemble high end, high street retail outlets, with large display units and videowalls – often touchscreen – allowing customers to discover more about different vehicles as they also interact physically with the cars on show. Overall, AV technology is helping to make shopping for a car a more involved, informative and enjoyable experience – less intimidating too.

But what if shopping for a car could be even more of a retail-based experience, with shopping centre-

based car 'stores' replacing dedicated showrooms, and with car salesmen replaced by sales 'Angels' from a retail background? This is what Hyundai and Rockar were looking for when it approached Media Zest to replicate their Bluewater-based, Dalziel & Pow designed showroom in Westfield Stratford City. Of course, they also wanted to ensure that the experience of buying a Rockar was as interactive and enjoyable – with the latest AV technology taking centre stage – as the traditional, tech-savvy car showrooms. And that's where Midwich came in.

INNOVATIVE TECHNOLOGY



OUR EXPERTISE IS YOUR ADVANTAGE

www.midwich.com

THE POWER BEHIND RETAIL CHANGE

HYUNDAI ROCKAR, WESTFIELD, STRATFORD

Located on the lower ground floor of Westfield Stratford, this second Rockar Hyundai store follows the success of the Bluewater branch, which welcomed 163,000 shoppers through its doors in 12 months. The new Westfield London Stratford site measures 250 square metres and includes five new Hyundai display models, including the new Tucson, i20 and award-winning i10 (a further 20 are available to test drive at the Experience Centre).

Eleven 21" Planar LA2250RTPW touchscreen interactive tablets allow customers to browse the Hyundai range independently, book on-site 'You Drive' test-drives and even make a purchase in minutes. A series of video walls (three 3x 55" and two 9x 55" Planar Clarity Matrix MX55HDS displays) form a 'digital wrap' to provide additional info including the latest pricing and promotions, whilst two Planar 65" EP6514K displays display changeable content – for example, real-time weather conditions or traffic updates.

Unique to Westfield is a touchscreen table and two 9x 55" Planar video walls located outside of the store within a set-back storefront. This creates a 24-hour brand zone, allowing customers to look at display cars, browse and buy even when the store is closed during shopping centre opening hours – for instance while visiting Westfield's cinemas or bars in the evening.

Tony Whitehorn, President & CEO, Hyundai Motor UK: "Rockar Hyundai has completely revolutionised the way in which consumers can buy new cars – and is the first business of its kind in the Automotive Industry. The way in which people shop and the use of technology in the retail sector has changed dramatically in recent years and it was very important to us that the way we retailed cars also reflected this."

"ROCKAR HYUNDAI HAS COMPLETELY REVOLUTIONISED THE WAY IN WHICH CONSUMERS CAN BUY NEW CARS – AND IS THE FIRST BUSINESS OF ITS KIND IN THE AUTOMOTIVE INDUSTRY."



AV TECHNOLOGY IS HELPING TO MAKE SHOPPING FOR A CAR A MORE INVOLVED, INFORMATIVE AND ENJOYABLE EXPERIENCE



MIDWICH IN PARTNERSHIP WITH PLANAR



To replicate the Bluewater installation, from a 'brand Rockar' perspective, providing the best available technology, on-budget, Mediazest tasked Midwich with sourcing the most appropriate display technology for the installation. Challenges included the ability for video walls to have separate power and control capabilities, to reduce the need to remove displays from the installation, and vandal-proof glass, particularly within the innovative open-24/7 front of store area.

One of the key specification requirements was that consumer-facing displays within videowalls should not have to be swapped-out in the event of any problems. To that end, Midwich selected the Planar Clarity® Matrix™ range of displays. Electronics and power supplies are situated separately from the LCD panels, moving heat, weight, depth, fan noise and service points physically away from the videowall.

"The thing about Planar is that failure is not an option – this is the underlying motto," explains Scott Pollard, Midwich Head of Sales (Solutions). "It's definitely the right tool for the job in this instance. The video wall displays have very minimal amounts of electronics built in, which is advantageous in two

ways. Firstly, we don't have to worry about how much heat they kick out – they're cool to the touch – and that also means less expense on electricity.

"Secondly, in the unlikely event of a failure, more often than not it is likely to be the kit within the comms room at back of store. All of the power modules and scaling and signal management – the clever stuff – is actually at the back of the store. So if there is a failure they don't have to close the store, take the screens off the wall, source and replace the damaged one, etc. Any problems can be dealt with out of sight of customers and much more quickly too."

