PLANAR

INSTALLATION PROFILE

Warren Henry Auto Group



HIGHLIGHTS

Product Type
Planar Helium Series

Location
Miami

Industry
Automotive Sales

Application
Digital Marketing

PLANAR HELIUM TOUCH SCREEN MONITORS INTEGRATED INTO KIOSKS PROVIDE A KEY MARKETING TOOL FOR LEADING AUTO RETAILERS

Warren Henry Automotive Group serves the high end consumer market in south Florida, offering vehicles of five premium brands. In keeping with its commitment to innovative marketing, the company has invested in interactive kiosk technology that provides extensive customer engagement and facilitates real-time support of the company's selling and business measurement goals and efforts.

In 2013, Warren Henry Auto Group deployed kiosks from Digital Dealership System, integrating Planar's 24-inch Helium™ multi-touch monitor, in its nine dealerships where customers can make and monitor service appointments, research tires and accessories, and explore the features of vehicles while waiting for a sales person. Recognizing the potential of the retail shopping arena, Warren Henry Auto Group also entered into agreements with certain high-end shopping malls in its market, placing one or more vehicles on display in these malls, and integrated the Digital Dealership System and Planar Helium-based kiosks into these environments for the purposes of customer engagement and capturing requests from customers for more vehicle information or contact from a sales representative.

> "These kiosks are key business assets that generate more sales leads and increase customer satisfaction,"
>
> **- Robert Lentoski,**
> Manager of Advertising Coordination, Events and Merchandising, Warren Henry Auto Group

"These kiosks are key business assets," says Robert Lentoski, Manager of Advertising Coordination, Events and Merchandising for Warren Henry Auto Group. "They bring

us more sales leads which translate into increased profits, and dollars that pay for our marketing programs. They also generate higher CSI (Consumer satisfaction Index) ratings, which increase the incentives we receive from the vehicle manufacturers."

Planar Helium in customized kiosks accentuates high-quality digital messaging

Key to the integration effort was the West Palm Beach, Florida-based firm, Digital Dealership System, which specializes in digital signage for car dealerships. Digital Dealership System provided a customized kiosk solution for Warren Henry Auto Group, giving the dealership the means to deliver its branded content on Planar Helium monitors, including customer-attracting messaging about store products, services, and special offers, and the viewer engagement menu that is used on the mall-based kiosks.

"Planar Systems and Digital Dealership System have provided us a cohesive toolset with which we can meet customer needs in a very effective manner," Lentoski adds. "These tools also increase our business performance by equipping us with the means to better manage sales leads from our stores and other selling environments."

Display features deliver bottom-line benefits

Todd Katcher, Managing Partner at Digital Dealership System says his firm favored Planar Helium as the platform for its digital signage for Warren Henry Auto Group based on the performance and aesthetic characteristics of the display. "Planar Helium provides the highly responsive experience of the smart phones we all prefer today. That experience induces customers to explore our product and service offerings to a greater extent than they would when presented with conventional marketing methods."

> "Planar Helium is the ideal platform for the digital messaging we create for leading car dealerships such as Warren Henry,"
> **-Todd Katcher,**
> Managing Partner, Digital Dealership System

Planar Helium owes its responsiveness to projected capacitive touch technology which can track up to 10 touch points, resulting in an extremely responsive touch screen, offering accurate swiping and gesturing. A second important Planar Helium attribute is its physical design. The monitor has a state-of-the art look that supports Warren Henry Auto Group's efforts to solidify its brand as an ultra-modern, high-tech source for a premier car.

The Planar Helium model chosen by Warren Henry Auto Group is 24 inches, much larger than most monitors in use by dealerships today. It features a smooth zero-bezel and all-glass front surface, a 16:9 aspect ratio, and a total depth of less than two inches. Image quality of Planar Helium also is a step ahead of competitive products of its size and type, reflected in 1000:1 contrast ratio, 250cd/m^2 brightness, and full HD resolution. "These qualities are really important since we want customers to enjoy using the Planar Helium in the Digital Dealership System kiosks and be attracted to and engaged in the digital signage content that we've worked hard to create," Lentoski concludes.

About Digital Dealership System

Digital Dealership System provides car dealerships with customized digital signage, touch screen kiosks, digital leaderboards, digital business intelligence and more. These solutions enhance internal marketing of dealer products and services, increase customer engagement, staff motivation and overall management of the modern-day auto dealership. For more information, visit www.digitaldealershipsystems.com.

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