

Building brand appeal in the auto showroom Digital signage project by iDklic and Mercedes featuring Navori technology

iDklic has recently been selected by Mercedes-Benz Belgium to deploy their first digital signage network nationwide. Over 65 dealerships have already been equipped with the iDklic Media solution.

Whether customers are waiting for their cars to be repaired or simply visiting the showroom area, everyone can enjoy Mercedes-Benz branded content informing them about the history and the latest news from this world-famous brand.

"By using iDklic's integrated digital signage solution, we are able to unify the visual communication at our dealers and convey the Mercedes driving experience. A flat-panel, high-definition NEC digital signage display can portray the driving experience far more vividly than a two-dimensional poster or a newspaper ad ever could" said Kris Coumans. "In addition to brochures we wanted something that would appeal to our customers on a more sophisticated level, right when they walk through the door,".

"On the digital signage displays we see content that features a lot of motion and clearly communicates the Mercedes driving experience. The overall objective of the network is to communicate more effectively by standardizing our message and enhancing the Mercedes branding within the dealerships. Using the iDklic digital signage solution, we are able to communicate more dynamically towards our end-customers. On the long term, we plan to extend the reach of our network by adding additional screens", said Kris Coumans, Sales and Marketing Manager of Mercedes Benz-Belux, who then adds that iDklic was selected because they reflect the Mercedes quality standard."

Mercedes-Benz TV is displayed in more than 66 dealerships, including "Smart" car dealerships. The integrated iDklic Media solution makes use of the **Tycoon Enterprise software from Navori**, a leader in digital signage software technologies based in Switzerland. This solution including Navori's new web-based scheduling tool. The integrated iDmedia solution is installed in a busy area of the dealership to provide maximum exposure.

Content selection and front-end programming will be executed by Mercedes-Benz Belux. The screen network will be managed and programmed through the Mercedes-Benz headquarters in Woluwe. iDklic Network, iDklic's specialised operator division will ensure the delivery into the network as well as maintenance of the total HDTV solution.

The content selected by Mercedes-Benz Belux mainly originates from national productions and Mercedes-Benz TV- www.mercedes-benz.tv - the Internet TV channel of the brand. The entire broadcast loop is a well researched mix of television commercials and documentaries.

For more information about the technology behind this project, please contact [Navori SA](#) or visit the [iDklic](#) web site.