

SHARP

CASE STUDY

High quality and versatile displays at the BMW Group



Major companies such as the BMW Group require presentation equipment that can be used in a variety of environments – from manufacturing plants to meeting rooms, building foyers, boardrooms and more.

/This is Why Sharp develops a wide range of large professional LCDs – including the industry's first 90-inch display – as well as touch-screen displays that combine full-HD performance with intuitive touch-control to provide versatile and highly engaging canvasses for more successful meetings.

Installation Overview

With BMW, MINI and Rolls-Royce Motor Cars, the BMW Group is recognised as one of the world's leading motor manufacturers. From research and development to sales and marketing, the BMW Group is committed to delivering the very highest quality products and services.

In common with many large businesses, the BMW Group has an approved supplier list from which staff can purchase products and services. And for its research and development facilities, offices and manufacturing plants, the company set out to select approved partners for presentation equipment who share its dedication to quality. The BMW Group's hardware team conducted a detailed appraisal of presentation systems from leading visual brands. The process resulted in Sharp becoming a preferred supplier. The reliability and performance of the Sharp screens particularly appealed to the review team. And users are impressed too: up to 70 per cent of all new screens purchased by the BMW Group are bought from Sharp.



“In Sharp we see a brand that shares our dedication to outstanding engineering. Both the build and the image quality of its screens are excellent. We have recently installed over 100 screens at our new state-of-the-art M51 offices and our training centre at Ingolstädter Straße, Munich. Other Sharp screens have also been deployed at the BMW O2 tower and the Regensburg production plant. We have been able to find the perfect screen to suit the diverse requirements of each business unit, which just goes to show the flexibility and depth of the Sharp range.”

Peter Schorner, Project Manager, BMW Group



The installation

The BMW Group has installed Sharp's screens across its offices and manufacturing facilities. One of the most prominent installations is at the new M51 building – named after one of BMW's iconic engines. The site houses senior management and was taken over by the BMW Group in 2012. Its facilities team set out to equip the building with impressive meeting, videoconferencing and presentation facilities built around the best technology.

The BMW Group worked closely with Sharp, the systems integrator and the media technology planner, Thomas Heitzer, to recommend the right screen for each environment. The recommendations took into account the level of ambient light, room size, the type of content likely to be displayed and user requirements. Thomas Heitzer clarifies: 'In the meeting rooms we needed reliable, easy-to-use, cost-effective display solutions, which were simultaneously cutting edge and elegant. Sharp's touch-screens ticked all the boxes. And the Sharp Team was proactive, competent and supportive.'

BMW uses 1 PN-L802B 80-inch and 34 PN-L702B 70-inch Professional LCD Touch-Screen Monitors in the meeting rooms. Also, 1 PN-E421 42-inch and 6 PN-E471 47-inch Professional LCD Monitors are installed in other areas of the building, such as the entrance hall and the café.

Professional presentations

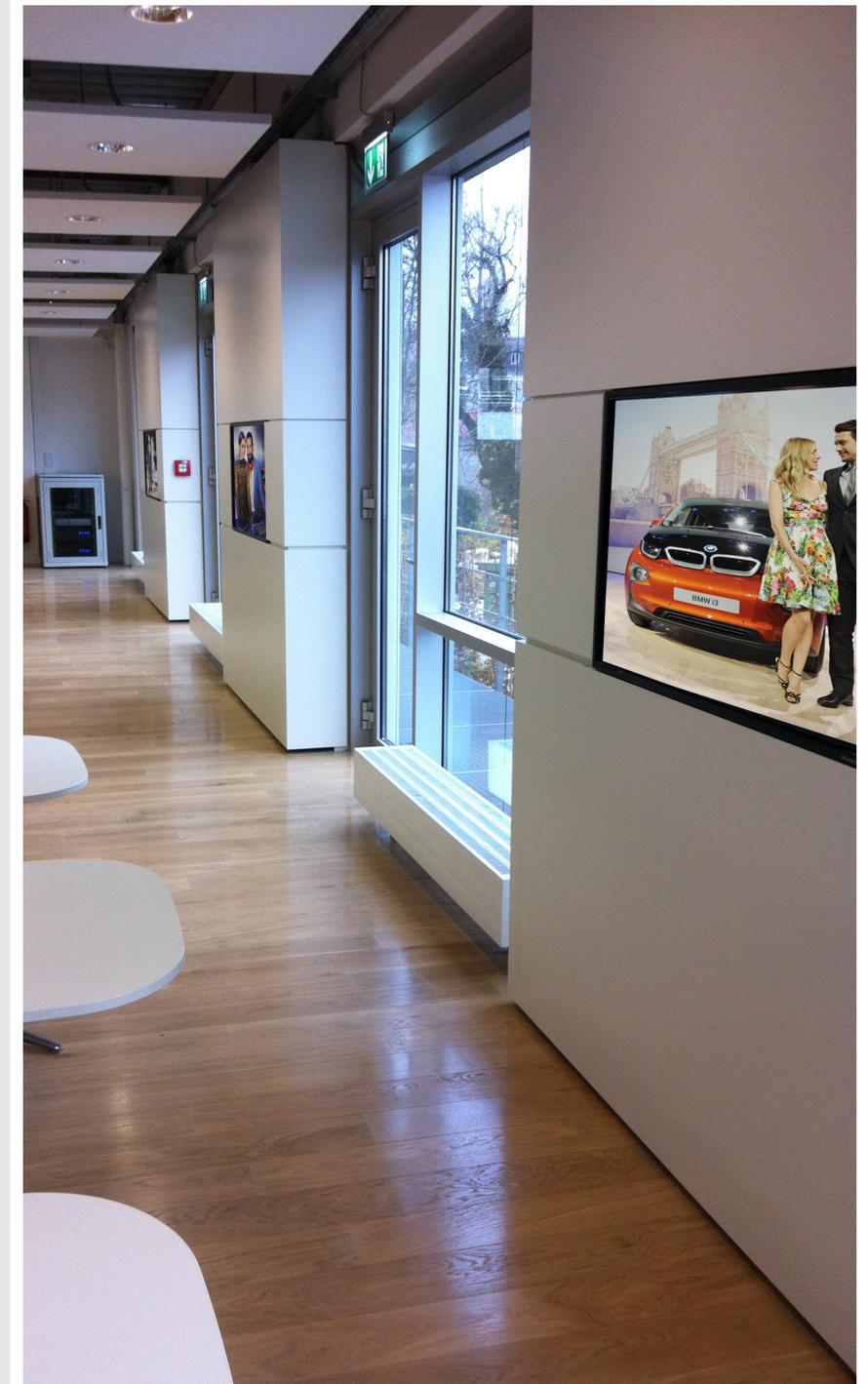
Feedback is exceptionally positive. A survey conducted in March 2013 concluded that the monitors enable users to deliver professional presentations, meetings and videoconferences. Previously, senior management had still been using overhead projectors, which were noisy, involved timely set-up and operation, and were subject to low image quality and shadowing. In contrast, they found Sharp's monitors very easy to use, with convenient connectivity, quiet operation and exceptional image quality, even in rooms with high ambient light levels. The days of drawing the curtains have passed.

The monitors are principally used for PowerPoint presentations and displaying Excel spreadsheets. However, they are also used for training and videoconferencing purposes. The system set-up is simple. The monitors connect to laptops and PCs via Heide Kabel connector panels with the on-screen content managed by AMX Control software.

Peter Schorner comments: 'The installations look modern, professional and take up minimal space; the screens hang flush to the wall with no loose cables showing. They are high quality, energy efficient and exceptionally reliable, although we do have a service contract in place in case of any issues. This is essential as these meeting rooms are always booked up and the presentation facilities need to be operational at all times. The screens are not yet set up to be used in their touch-screen capacity; however, this functionality is in great demand and eagerly anticipated. Users will then have the option of drawing on the screen and manipulating the content. We think that touch-screen technology will become more prevalent in future and it naturally encourages people to interact.'

The PN-E displays have been installed in reception and hallways to display general building and floor information, as well as company news. In addition, three displays have been positioned in informal seating areas for general company information, ad hoc informal presentations and meetings.

The displays were all selected for their ease of use, flexibility, advanced fan-less architecture for quiet, reliable operation 24/7, full HD performance and energy rating: the full-array LED backlight and lack of fan help reduce power consumption by 40 per cent over comparably-sized screens.





Maximising performance

'Ultimately the high performance Sharp screens help us maximise work efficiencies across numerous areas of the group,' summarises Peter Schorner. 'It's been really exciting and satisfying seeing how the screens are utilised by different teams. We will continue to monitor how personnel use the screens over the coming year, with a view to rolling them out in other facilities. However, in the meantime, there is no doubt that the Sharp screens do encourage more collaborative and successful meetings.'

COUNTRY:

GERMANY

CUSTOMER:

BMW Group

EQUIPMENT:

A WIDE RANGE OF SHARP SCREENS INCLUDING THE PN-E602, PN-E702, PN-E802, PN-E471 AND PN-E421 PROFESSIONAL LCD MONITORS AND THE PN-L702B AND PN-L802B PROFESSIONAL LCD TOUCH-SCREEN MONITORS

This is Why

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