



INTELLIGENT-M: 16mm pixel pitch (5' x 10')



LED DISPLAY TECHNOLOGY

LED Digital Signage and Car Dealerships

Digital signage is a great medium for auto dealerships. It's all about increasing sales. Dealerships have to turn that inventory. Digital signage engages prospective customers and helps lessen the sales cycle because a person has gotten an idea, or learned about a sale or special from the sign before even walking into the showroom.

Lighting and Car Dealerships

Car dealerships use a lot of illumination. While these lights serve a dual purpose of attracting potential customers and as a 24/7 security system, they devour energy, which is the third-highest overhead expenditure for dealerships, so reducing electricity consumption is a major challenge.

Challenge

The North Carolina Department of Transportation needed the Jerry Hunt Car Dealership's property for a new bridge. So, after 30 years they were forced to relocate. While it took almost three years of preparation

and construction, Jerry Hunt Supercenter opened their new Lexington, NC., location in October 2016.

Owner Todd Hunt knew the most effective way to get people into a showroom is through digital signage. Additionally, as a customer-focused and forward-thinking business, the dealership is always looking for ways to reduce costs and increase operational efficiencies. Since traditional exterior lighting consumes a lot of energy and comes with high electric bills, Hunt wanted to install new outdoor luminaires to address these issues.

Solutions

To help promote car sales and service, Hunt installed two LED display boards manufactured by California-based Optec Displays, Inc. Optec's Intelligent-M sign was installed into an existing pole to avoid any zoning issues and measures 5'x10', is 16mm full-color, and is double sided with video capabilities. The UL 48 listed and UL Energy Efficiency Certified sign can be seen from one mile away.



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In addition to the new LED display, Hunt also upgraded to LED luminaires from the previous site's metal halide technology.

Under the recommendation of 20-year sign veteran Ryan Quimby, owner Lexington, NC-based QI Signs, Hunt selected Optec LED Lighting luminaires. Quimby and his team installed (22) 300W Optec LED on the front row of the 550-car exterior lot and (78) 240W Optec LED everywhere else on the property's exterior.

"These lights make the inventory show better and stand out more from the street," said Quimby. "Additionally, we anticipate these new lights will last three times longer than the fixtures at the dealership's other location and, the best part, they virtually eliminate maintenance and the need to move cars to accommodate the rented bucket trucks to change out the burned-out lamps," continued Quimby.

Results

The dealership's sales team has said that customers actually refer to the sign and specific promotions

when coming in to purchase a vehicle. Employees and customers have also reacted positively to the parking lot's crisp, bright illumination.

"When Todd looked at the lights' energy savings and that installing LED technology is really the right thing to do for the environment, it was an easy decision to make," Quimby explained. "And the new LED display drives customer traffic and increases the Jerry Hunt Supercenter's brand – providing another smart business decision," added Quimby.

“THE NEW LED DISPLAY DRIVES CUSTOMER TRAFFIC AND INCREASES THE JERRY HUNT SUPERCENTER'S BRAND — PROVIDING ANOTHER SMART BUSINESS DECISION.”

— Ryan Quimby owner, QI Signs - Lexington, NC.



Worldwide Headquarters
1700 S. De Soto Place, Ontario, CA 91761 USA
Phone: +1.800.876.1668 Fax: +1.626.369.7858
www.optec.com