



Search WWW
 Search proavbuyersguide.com

[Submit News](#) | [Submit a Company](#)

HOME

ABOUT US

CONTACT US

ADVERTISE



MONITORING MADE EASY
With Multiviewers
From Avitech

EVENT CALENDAR

JOB LISTINGS

RESOURCES ▶

Buyers' Guide:

- [Audio & Audio Accessories](#) ▶
- [Cables & Connectors](#) ▶
- [Cameras & Camcorders](#) ▶
- [Cases & Enclosures](#) ▶
- [Character Generators](#) ▶
- [Compression](#) ▶
- [Computers & Software](#) ▶
- [Content](#) ▶
- [Control Systems](#) ▶
- [Dealers, Distributors, SIs](#) ▶
- [Digital Signage](#) ▶
- [Displays & Monitoring](#) ▶
- [Editing](#) ▶
- [Education & Training](#) ▶
- [Furniture & Accessories](#) ▶
- [Fiber Optic](#) ▶
- [Lighting](#) ▶
- [Media](#) ▶
- [Mounts](#) ▶
- [Multimedia & Internet](#) ▶
- [Projectors & Accessories](#) ▶
- [Service Providers](#) ▶
- [Signal Processing](#) ▶
- [Software](#) ▶
- [Storage & Recording](#) ▶
- [Switchers](#) ▶
- [Test & Measurement](#) ▶
- [Transmission](#) ▶
- [Video Conferencing](#) ▶

STRANDVISION PROFILE

Eau Claire Ford Lincoln Mercury Makes the Sale with StrandVision Digital Signs

July 19, 2006

Source: *StrandVision*

Eau Claire Ford Lincoln Mercury is seeing early success with their new digital signage system from StrandVision LLC. The dealership installed a large-format LCD screen in its service waiting area that displays regular television programming bordered by StrandVision digital signage information that promotes Eau Claire Ford Lincoln Mercury's service and parts offerings, as well as new and used cars.

The digital sign has proven to be a powerful new sales tool. "Sitting in the waiting room is dead time," commented Sherry Mohr, Eau Claire Ford Lincoln Mercury marketing director. "StrandVision lets us keep the regular television programs that come in over the satellite while, at the same time, promoting the dealership. We tell customers about our service packages, let them know they can buy accessories, like running boards or floor mats, and we even invite them to take a test drive while they're waiting. We sold a new Mercury Milan to a couple who was waiting for scheduled services on their F150 truck as a direct result of an invitation on the digital sign."

The digital signage setup uses a split-screen layout with 2/3 of the screen dedicated to regular TV shows that come in over the dealership's satellite receiver. A top banner and 1/3 of the rest of the screen is reserved for Eau Claire Ford Lincoln Mercury information. In addition to product promotions, the dealership also features photos of its employees and customers, as well as announcements of upcoming events. Frequently updated local weather and news are also part of the digital signage rotation.

"This is a really innovative use of our digital signage," said Mike Strand, StrandVision founder and CEO. "Placing television programming and digital signage information onto a single screen is a powerful combination. Sherry's digital signage installation is entertaining, informative and directly increases sales. We know that this model will work for many other car dealerships and other businesses that use digital signs to communicate with customers."

- [▶ Send Page To a Friend](#)
- [▶ Submit a Company](#)
- [▶ Submit News](#)
- [▶ Submit a Job](#)
- [▶ Submit an Event](#)





[▶ Submit a Company](#)

[Submit a Company](#)

[Submit News](#)

[Submit a Job](#)

[Submit an Event](#)

Ads by **Google**

The Digital Signage Pros

We Can Customize Around Your Needs
Free Software
Demo - No Obligation!
www.KeyWestTechnology

Ford Dealer Clearance

When Dealers Cut Prices to Meet Quotas—You Get Our Lowest Price!
www.Ford.DealersClearing

Digital Signage

Digital Signage solutions for your home & business. Learn more.
SignageDigital.net

Proven Outdoor LED Signs

Our Average Increase is 45.6%. Look at Your Traffic's Eyes - Seriously.
www.TheLEDSignCompar

[Home](#) | [About Us](#) | [Contact Us](#) | [Advertise](#) | [Event Calendar](#) | [Job Listings](#) | [Resources](#)

[Submit News](#) | [Submit a Company](#) | [Submit a Job](#) | [Submit an Event](#) | [Site Map](#) | [Register](#) | [Login](#)

[Privacy Policy](#)

© Copyright Professional AV Buyers' Guide 2007. All rights Reserved.

Web site developed by [VirtuosityDesign](#) and Managed by [Delamere Marketing](#) and Delamere Media