



### **Eau Claire Ford Lincoln Mercury Utilizes StrandVision**

Eau Claire Ford Lincoln Mercury is seeing early success with its new StrandVision LLC digital signage system. 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 the dealership's service and parts offerings, as well as new and used cars. The digital sign has proven to be an effective 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 programs that come in over the satellite while, at the same time, promoting the dealership. 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 60% of the screen dedicated to TV shows. A top banner and 30% of the rest of the screen is reserved for dealership information. In addition to product promotions, it also features photos of employees and customers, as well as announcements of upcoming events, updated local weather and news.