CASESTUDY

MagicINFO Remote Management: Powering Audi Centrum Amsterdam's Seamless Digital Experience

MagicINFO Remote Management: Powering Audi Centrum Amsterdam's Seamless Digital Experience

A-point Audi Centrum Amsterdam, a leading showroom for a German automotive brand, wanted to create a world-class showroom experience that would reflect their commitment to technological innovation and design excellence. They partnered with Branding AV Solutions as their solution provider, who implemented Samsung's MagicINFO platform with Remote Management Solution and installed the display hardware infrastructure throughout the facility, delivering an end-to-end digital signage ecosystem.

a•point

Audi Centrum Amsterdam

a-point.nl

The story of
Audi Centrum Amsterdam

LEVEL UP!

As part of the global Audi network, this dealership represents the brand's forward-thinking vision and commitment to "Progress through Technology". The Amsterdam location underwent a redesign to create a modern retail environment that would showcase its latest car innovations while providing a unique brand experience.

The showroom serves as both a retail space and a brand showcase, hosting car launches, executive meetings and exclusive customer events. This multifunctional approach required a remote management software that could adapt to various scenarios while maintaining the premium aesthetic that defines the Audi brand.

LEVEL UP!

The Challenge of Maintaining Technology Excellence

Audi Centrum Amsterdam faced several challenges in implementing their digital signage strategy:

- Remote Hardware Management

The showroom needed to manage display settings across multiple zones without disrupting the customer experience, requiring a solution that could provide complete remote control as if staff were standing directly in front of each display.

- Device Setting Consistency

Maintaining consistent hardware settings including power scheduling, volume levels, input sources and time settings across their superior display network demanded centralised control capabilities.

- Proactive Monitoring

For a luxury brand like Audi, even a single blank screen could ruin a customer's showroom experience. They needed a system that could spot problems before customers ever noticed them.

- Firmware Maintenance

Keeping all displays updated with the latest firmware versions demanded a solution for remote software deployment without requiring physical access to each device.

By addressing these challenges, Audi Centrum Amsterdam could ensure their digital signage technology matched the premium quality of their automotive offerings while allowing their team to focus on customer engagement rather than technical maintenance.

Why Audi Centrum Amsterdam Chose MagicINFO

LEVEL UP!

Why Audi Centrum Amsterdam Chose MagicINFO

After evaluating several potential solutions, Audi Centrum Amsterdam selected Samsung's MagicINFO Remote Management solution to enhance their system.

MagicINFO Remote Management transformed Audi Centrum Amsterdam's operations by delivering comprehensive control capabilities from a single dashboard. The platform enabled remote adjustment of all display settings, centralised management of power schedules and content delivery and provided real-time error detection without disrupting the premium customer experience.

The system's robust security framework and seamless firmware management complemented the physical installation of Samsung displays by Branding AV Solutions, creating an integrated solution that maintained the showroom's luxury aesthetic while delivering measurable technical improvements to Audi's digital signage infrastructure.

Together, the MagicINFO Remote Management software and Branding AV Solutions' Samsung hardware gave them exactly what they needed. This meant the Audi team could focus on helping customers rather than dealing with technical problems behind the scenes.

MagicINFO's Result on Audi Centrum Amsterdam's Transformation

MagicINFO's Result on Audi Centrum Amsterdam's Transformation

Branding AV Solutions started by carefully studying the showroom to find the perfect spots for Samsung displays that would improve the customer experience while keeping the space looking luxurious.
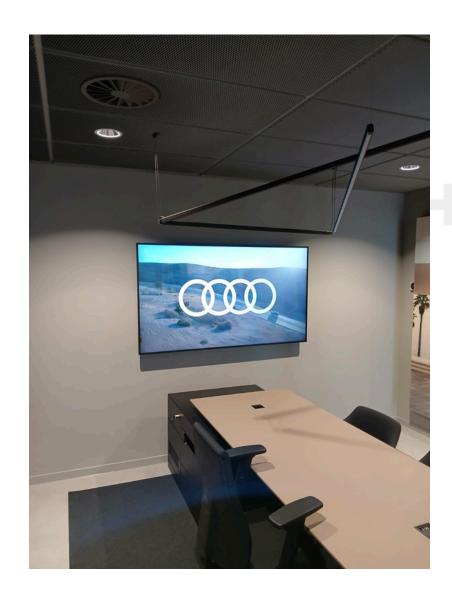
The digital signage hardware installation included:

- Samsung displays throughout public areas and meeting rooms
- An eye-catching large-format display at the entrance featuring Audi's welcome message
- Specialised displays in the "Lab" area highlighting technical innovations
- Dedicated displays in consultation areas for personalised customer engagement

Alongside the carefully positioned Samsung displays, Branding AV Solutions implemented a comprehensive MagicINFO Remote Management Solution tailored to Audi Centrum Amsterdam's specific needs. The system was configured to maximise efficiency across all key management areas simultaneously.

The implementation established centralised control over the entire display network, allowing staff to remotely adjust all settings—from power schedules and volume levels to content sources—without disrupting the customer experience.

The team from Branding AV Solutions deployed advanced monitoring systems calibrated to detect potential issues before they impacted showroom operations, with custom alert protocols ensuring immediate response to any anomalies.

Strong security measures protect both hardware and confidential content throughout the system. The remote software management features let staff update firmware without physically accessing each display. This complete solution transformed Audi Centrum Amsterdam's digital environment while making life much easier for their IT team.

This successful implementation demonstrates how Samsung's MagicINFO Remote Management capabilities delivers a comprehensive solution that enhances the customer experience while simplifying technical operations for premium retail environments.

a•point

Audi Centrum Amsterdam

a-point.nl

Transform Your Digital Environment

IIs your organisation ready to elevate its digital display strategy with the same solution trusted by premium brands like Audi? Our team of experts is ready to help you find the best digital signage solution for you to transform your content delivery and hardware management while simplifying your technical operations.

Contact our team today to discover how MagicINFO can enhance your digital infrastructure while providing the peace of mind that comes with one of the leading content management solutions.

Get in touch with one of our experts

Ready to level up your digital signage game? Then, schedule a meeting with our MagicINFO experts.

SCHEDULE A MEETING