

Camelback Toyota

Toyota Dealership Rebuilds Facility and Brand Image with Digital Signage

Camelback Toyota, a dealership located in the heart of Phoenix, is receiving a lot of attention for its recent renovations. After 22 years of selling Camrys, 4Runners and other models in its old facility, Camelback Toyota has moved light years ahead with its new, state-of-the-art, 62,000 square-foot showroom alongside a 65,000 square-foot service facility.

“Our sole objective was to create an atmosphere of comfort for our guests whether they are buying a new vehicle or servicing their vehicle,” said Kim McKay, Customer Relations Manager at Camelback Toyota. “We wanted our guests to experience a wow factor when they walk into the showroom, but that’s only possible if we made some big changes to the look, the amenities and the technology.”

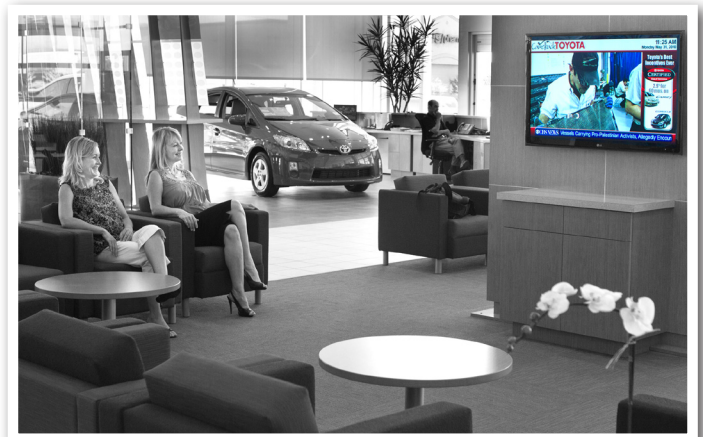
“It’s Like a Grand Hotel”

Working with interior designers, McKay and her team created a showroom that captures the Toyota brand while at the same time warmly welcomes customers. When guests arrive, they walk into a breathtaking lobby completely surrounded by thick glass, adorned with contemporary furnishings, and artfully decorated with rich colors and textures. Guests have said, “It’s like walking into the lobby of a grand hotel.”

“What continues to make the biggest impression on all our guests is the new digital technology.”

Kim McKay, Customer Relations Manager, Camelback Toyota

Like a 5-star hotel, Camelback Toyota now has a number of engaging amenities you’re not likely to find in most car dealerships. Some of these include a café, high-tech media room, kids’ play area, outdoor patio and a massage area with in-chair televisions. Free Wi-Fi is available throughout,



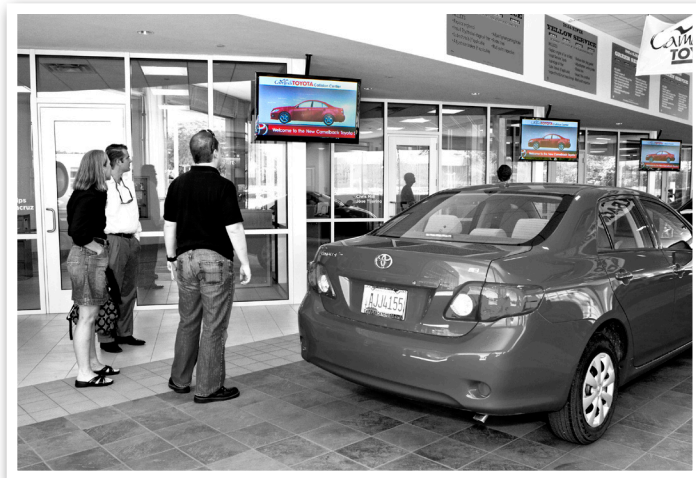
and there’s even an area where guests can test-drive the new Apple iPad.

According to McKay, Camelback is a flagship dealer for Toyota and the only one like it in the United States. “Toyota dealer representatives from all over the country have visited our location, marvel at what we’ve done here, and are taking notes on what they can integrate into their own dealerships,” said McKay. “What continues to make the biggest impression on all our guests, however, is the new digital technology.”

Technology as Well-Appointed as Luxury Cars

After a vendor search, Camelback Toyota contacted Phoenix-based Unified Brand to help with developing a digital signage network that would offer custom content and a high-end brand experience. As a full-service media agency, Unified Brand had the capability to create, distribute and manage all content, preventing the dealership from having to hire a full-time employee to manage the new system. It was a perfect fit.

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Working closely with Scala, Unified Brand put the pedal to the metal to create a sophisticated digital signage network with an expansive fleet of flat-screen TVs and delivered all the customized content Camelback Toyota was seeking. Seven unique channels launched the network with two more in production to be released soon. They include:

- LoungeTV — Custom channel featuring dealer-specific content (special promotions, new accessories, service and financing deals), manufacturer content (car models displayed as running footage) and entertainment content (extreme sports clips, CBS shorts and movie trailers);
- ShowroomTV — Custom channel featuring running model footage, new and classic photos, and custom auto trivia;
- Service Drive — Service/parts specials, customer comments and a potential integration with the service appointment calendar;
- GreenTV — Real-time view of how much energy the dealership has saved with its innovative green measures;
- Projection — Movie theater-sized high-definition projector screen displaying a self-service application

of the “Thought of the Day” and featuring images and famous quotes;

- New Car Delivery — Custom application to congratulate the new owner with a “Name in Lights” concept also featuring the model footage; and,
- Parts & Accessories — Detailed showcase of the rim upgrades and interior technology options available.

The following additional channels are coming soon:

- Touchscreen application to “Build Your Own Car” and
- Hologram technology.

The movie theater-sized HD projector screen that dominates one wall of the dealership, however, would become the showpiece. Using Scala’s content creation and distribution software in combination with self-service tools (e.g., Crawl), Camelback Toyota runs rotating images of famous people such as George Steinbrenner, Jack Welch and Rodney Dangerfield, as well as motivational



quotes and custom-written “Thoughts of the Day” on the projector screen. The goal is to motivate, entertain and inspire employees and customers.

“We want people to know that we care about them and that we want them to come back to us,” said McKay. “Our entire facility is engaging, relaxing, inviting and

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comfortable. It's a beautiful, high-energy way for consumers to get to know Toyota."

All told, the new digital signage system also includes:

- Real-time elements such as sports scores, stock prices and weather
- 45 Samsung HD screens scattered throughout the showroom, lounge, four-bay service area, cafe, new car delivery area, and parts and accessories department;
- Large, wall-mounted projector screen (15 feet X 12 feet);
- Custom back-end system to change channels and switch to live TV from an iPad;
- Constantly fluctuating library of dealership-specific content.

Scala and Unified Brand also united to develop custom messages directed at individual customers who purchase a new Toyota. This has proved to be a huge hit.

"Customers wait for their new cars to come out to them in the delivery garage area, which is decked out with more networked flat screens," said Mike Spector, Facilities and Inventory Director at Camelback. "On each, we stream messages directly to the proud new car owners that say 'Congratulations Bob and Mary Smith on the purchase of your new 2011 Toyota Prius,' for example. Customers absolutely love being recognized like this."

Turbo-Charged Business Operations

Without question, sophisticated digital signage networks like the one implemented at Camelback Toyota deliver a huge wow factor in most business and commercial environments. But they are more than just a pretty face to a company. Digital signage networks with carefully developed and managed content also help improve sales. Just ask Camelback Toyota, which continues to find new ways to leverage the technology to cross-market, engage and up-sell.

Supported by Scala, customized and continually changing content, for example, has enabled Camelback Toyota an opportunity to cross-market vehicles and communicate special promotions within the dealership. New financing deals, car accessory upgrades, service discounts, manufacturer's specials and other promotions constantly rotate on Camelback Toyota's network screens to up-sell customers while still providing entertainment. In addition, Camelback Toyota utilizes the Scala system to run an ad in Unified Brand's local community network of signs (an ad-based network), helping to draw new customers to the dealership.



"We host Camelback Toyota's Content Manager and Players, and use custom Scala solutions to create, manage and distribute their content to the end-user site," said Pete Doolittle, President at Unified Brand. "Scala has assisted Camelback Toyota in dramatically improving the customer experience."

According to Camelback Toyota, once customers see the new showroom, they come back. "I believe that customers are enamored by this facility and the digital technology in particular," McKay said. "The entertaining environment makes any kind of service or sales wait more palatable to customers so they leave our dealership with a positive feeling. I even think that customers are more open to getting more service work done here now because of the new facility."

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McKay continued, "Even beyond the obvious marketing advantages, our new facility sets us up for increased customer visits, increased service appointments and increased repeat business from loyal buyers."

Camelback couldn't be happier with the end result.

"We wholeheartedly recommend this system and the providers behind it to anyone. We have extremely high standards, and Scala and Unified Brand met them. They were great, and have continued to provide personalized service that has far exceeded our expectations. Even months later when some companies would have moved to their next projects, Unified Brand is still helping us grow and explore all the possibilities of our new digital network," McKay said.

About Camelback Toyota

Camelback Toyota is a flagship Toyota dealership located in the "Camelback Dealer Row" section of Phoenix, Ariz. A winner of the "President's Award" for the past nine consecutive years, Camelback Toyota has been a national, regional and local leader in sales volume for decades. www.camelbacktoyota.com

About Unified Brand

Headquartered in Scottsdale, Ariz., Unified Brand is a leader in custom digital signage solutions. Focused on auto, corporate and retail clients, Unified Brand also creates custom content, graphical elements with real-time scores, stock quotes and news tickers, video walls, projection/hologram design, and integrations with third-party applications. They also have an in-house audio-visual install team to provide turnkey services for nationwide projects. www.unifiedbrand.com

About Scala

Driving more than 500,000 screens worldwide, Scala is a leading global provider of digital signage and advertising management solutions. Scala is the world's first connected signage company, offering the leading platform for content creation, management and distribution in digital signage networks and the first unified platform for advertising management of both traditional and digital signage networks. The company's digital signage customers include Rabobank, IKEA, Burger King, T-Mobile, Virgin MegaStore, Warner Brothers, The Life Channel, Rikstoto, Repsol, NorgesGruppen, Audi, ECE Flatmedia, Kaufhof (Metro Group) and thousands more. Advertising management customers include CBS Outdoor, Clear Channel Outdoor and Magic Media, among others. Scala is headquartered near Philadelphia, USA, and has subsidiaries in Canada, The Netherlands, France, Norway, Germany and Japan, as well as more than 450 partners in more than 60 countries. More information is available at www.scala.com.