



Photo courtesy of DSI Entertainment

Dealership kicks customer care and car buying experience into overdrive

It's a huge challenge. Today TV, movie and video game producers have to accommodate every conceivable platform from smart phones with tiny 4" touch screens to home theaters producing 10-foot 3D images.

Rusnak BMW® is one of the nation's most successful automobile dealerships. With nearly 45 years in business and 11 locations offering nine different makes of cars, the dealership provides exceptional client care and demonstrates a high level of excitement and passion for the BMW brand, especially.

When plans started for the new Thousand Oaks, CA dealership, Rusnak called on Southern California-based custom audio/video integration firm DSI Entertainment Systems. Rusnak wanted to incorporate integrated technology to drive potential clients into the dealership from the freeway and get those visiting the dealership for service into the showroom.

Driving Innovation

"Our task was to create the ultimate experience for the ultimate driving machine," said Brent Wiseman, DSI Entertainment Systems COO.

"The first order of business was to create an enticing 'billboard' to let potential customers know Rusnak BMW was in town," added Wiseman.

Unfortunately, the area has strict zoning laws that prohibit billboards or large signs, so DSI needed to get creative with interior digital signage that was visible from the adjacent highway.

"We had seen the Stewart® Filmscreen StarGlas video projection screen and thought it would provide the happy medium for our client to achieve what they were after," said Wiseman.

"We suspended two 6x10-foot glass screens in the main showroom with the projectors hidden from view," said Wiseman.



Photo courtesy of of DSI Entertainment

Crestron automation takes the guess work out of controlling everything in the dealership. The time clock feature allows the service area and showroom to power on/off at designated times during the day. For example, the service area opens at 6 a.m., before other areas of the dealership, including the showroom. At that time the radio and displays automatically turn on in the lounge area to preset stations and volume levels.

This allowed for daytime viewing of a 138-inch image projecting movie clips featuring BMW automobiles. At night, these projection screens become large billboards that could be seen from the freeway.

Showroom Floor/Customer Care Lounge

“Once someone is on the property, we want to make them stay,” added Wiseman. “So we created unique entertainment areas for visitors and their children who were waiting for their cars. We also created areas that drive home the BMW messaging to entice visitors to take a look at the new models.”

In addition to the displays in the showroom, four Digital Projection® projectors display video in waiting rooms, conference rooms, and training rooms. Sources include DIRECTV®, a media server showcasing BMW commercials, a slideshow of client photos with their new BMWs, and sporting events.

There’s even a theater in the sales floor lounge area where customers can watch TV, play video games, enjoy a movie or see the latest marketing information about their new car.

There’s also an area adjacent to the lounge where parents can drop off their kids while they’re doing paperwork. It has a small theater and a Sony® PS3® so they can play games or watch movies.

Automation & Local Control

Crestron automation takes the guess work out of controlling everything in the dealership. The time clock feature allows the service area and showroom to power on/off at designated times during the day. For example, the service area opens at 6 a.m., before other areas of the dealership, including the showroom. At that time the radio and displays automatically turn on in the lounge area to preset stations and volume levels. “No one worries about what’s coming on when,” said Wiseman.

The receptionist is able to turn the dealership “on” by simply pressing an icon on the computer screen. The automated “turn on” command turns the lights on and cues different video clips to play on different video displays throughout the dealership.



Photos courtesy of DSI Entertainment

Local control is available and allows the dealership to make changes on the fly. Several handheld Crestron touch screens located throughout the dealership provide local control of audio/video sources when needed.

“There’s no learning curve. The system is very intuitive and simple to control,” added Wiseman.

“ Between video and audio, Crestron really bridged it all together to provide a viable, reliable solution.”

Brent Wiseman, COO, DSI Entertainment Systems

Training Room, Manager’s Office & Executive Wing

Crestron also controls the AV in the Training Room, Manager’s Office, Executive Conference Room and Executive Office. In these areas, managers can stream videos and view PowerPoint® presentations, proprietary car software, training bulletins and sales reports.

“We integrated and automated their systems to simplify their world,” adds Wiseman. “We keep it simple for staff to control the system.”

Taking the Lead

Using Crestron integrated solutions, Rusnak BMW provides a unique experience for its guests and increases brand awareness through its innovative marketing.

This is perhaps the only car dealership featuring a high-performance home theater, 16 zones of distributed video, 18 zones of distributed audio and a private VIP lounge.

“Our goal was to keep it simple, manageable, and innovative, from an energy management side,” says Wiseman. “With an automated system, we reduced the chance of things being left on overnight.”

With the help of its advanced technology, Rusnak BMW also uses the showroom for fashion and other community events. “We’ve created a unique concept for the state-of-the-art BMW dealership, like no other.”

“Between video and audio, Crestron really bridged it all together to provide a viable, reliable solution. This is a case of brand positioning, kicked into overdrive,” adds Wiseman.

The end result is a very happy customer with a unique system that integrates commercial and residential product. “We weren’t locked into specific equipment. Instead, we took the best of what was out there for what we needed to do. Crestron was a must for this project.”

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