



# Suzuki Italia Chooses BenQ as Technology Partner for Suzuki TV Network

## Facts at a Glance

Suzuki Italia Chooses BenQ as  
Technology Partner for Suzuki TV Network

Segment	Year of Completion
Automotive	2019
Site	Showrooms and Service Centers (Nationwide)

### Project

Suzuki Italia unifies its brand messaging with digital signage and centralized content distribution

### BenQ Solution Used

- BenQ X-Sign Content Management Software
- BenQ ST550K 55" 4K Smart Signage
- BenQ ST5501K 55" 4K Smart Signage
- BenQ ST860K 86" 4K Ultra Large Smart Signage
- BenQ PL490 49" Super Narrow Bezel Display
- BenQ PL552 55" Super Narrow Bezel Display



## Issue



Suzuki Italia needed to furnish all of their showrooms and service centers throughout the country with digital signage that would display Suzuki TV content. They wanted to find a single vendor who could provide them with both display and content-delivery solutions.

## Solution



BenQ was able to offer large-screen displays, as well as narrow-bezel displays suitable for video walls. Furthermore, BenQ's X-Sign Content Management Software allowed Suzuki Italia to schedule content on all displays across the country from one central location.

## Result



Suzuki Italia has been satisfied with both the quality of BenQ's products and with the content broadcast via X-Sign. Installing the flat panels and video walls across the entirety of Italy took a number of months, but BenQ was there to help throughout the process and have continued to provide after-sales support. The new panels and content have improved the atmosphere in Suzuki dealerships across Italia and customers have taken note. Suzuki TV is the next big step forward for Suzuki Italia as it continues to expand its reach and it's all been possible thanks to BenQ.

