



Case Study

4K Video Wall for Premier Automotive Showroom

Transforming the Showroom Experience with 4K Video Walls

In today's highly competitive automotive market, standing out from the crowd is crucial. In a premier automotive showroom, the goal is not just to display vehicles but to create an experience. A 4K video wall can transform this experience by providing a dynamic and immersive environment.

Challenges

The customer, a global leader in consumer electronics, was challenged with supplying a digital signage player capable of driving a video wall solution that met the premium display standards of a flagship dealership renowned for its luxury automotive retail. To maximize the impact of a 4K video wall, a digital signage player with advanced features such as a fanless design for quiet operation, robust 4K display support, an integrated microcontroller unit for precise control, rugged durability for 24/7 reliability, and customizable options such as adjustable OS and BIOS is essential.

Main Requirements

- Fanless yet noise-free digital signage player
- Dual 4K displays with DisplayPort++ and HDMI
- Integrated MCU for power on/off scheduling and output resolution locking
- Customized OS and BIOS for customer's APP
- Rugged design for 24/7 operation
- A scalable solution with both entry-level and high-end options

Driving 4K Video Walls with 4K Digital Signage



A 4K video wall is created by assembling multiple high-resolution display panels into a large, seamless screen. The Axiomtek DSP501-527, which supports dual 4K displays through DisplayPort++ and HDMI 2.0, is perfect for retail applications like digital menu boards, directory boards, kiosks, and high-resolution video walls.

This compact, fanless digital signage player, powered by the Intel® Core™ i5/i3 processors, offers enhanced functionality and reliability. It features a fanless design, integrated MCU, and customizable OS and BIOS, making it an ideal choice for optimizing video wall performance.

Application

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Incorporating a 4K video wall into a showroom setting can revolutionize the way products and services are presented. To maximize the potential of a 4K video wall, a high-performance 4K digital signage player is essential for content delivery, ensuring that the video wall displays content with optimal resolution and quality.

By supporting dual 4K displays through interfaces of DisplayPort++ and HDMI 2.0, Axiomtek's DSP501-527 ensures that each panel of the video wall receives high-definition signals, resulting in a seamless and visually stunning display. This signage player offers a fanless design, which reduces noise and increases durability. Integrated microcontroller units (MCUs) and customizable OS and BIOS further enhance performance by allowing for tailored configurations and efficient content management.



4K Video Wall for Premier Automotive Showroom

DSP501-527

- Integrated MCU for resolution locking
- Customized OS and BIOS
- Supports SAMSUNG Smart Signage

Fanless Dual View 4K

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System Configurations of the DSP501-527

- Intel® Core™ i5-8365UE Processor
- 2 DDR4-2400 SO-DIMM, up to 32GB
- 1 DisplayPort++ and 1 HDMI 2.0
- 5 USB and 1 GbE LAN
- Integrated MCU for power on/off scheduling and resolution locking
- Fanless design ensures quiet operation
- Reliable 24/7 performance

Why Axiomtek

Whether in retail, corporate, or entertainment environments, Axiomtek’s advanced digital signage players provide the reliability and performance needed to ensure that every image, video, and graphic is rendered with exceptional sharpness and vibrancy, enhancing audience engagement.

“Axiomtek’s DSP501-527 offers the perfect balance of performance, reliability, and customization. Its fanless design ensures a quiet environment for the luxury showroom, while the customizable OS and BIOS allow us to tailor the digital signage solution to our specific needs. Axiomtek's ability to deliver a scalable and robust solution has greatly enhanced our project’s success,” said the Technical Manager of the customer.

About Axiomtek Co., Ltd.

Axiomtek has experienced extraordinary growth in the past 30 years because of our people, our years of learning which resulted in our tremendous industry experience, and our desire to deliver well-rounded, easy-to-integrate solutions to our customers. These factors have influenced us to invest in a growing team of engineers including software, hardware, firmware, and application engineers. For the next few decades, our success will be determined by our ability to lead with unique technologies for AIoT and serve our key markets with innovatively-designed solution packages of hardware and software – coupled with unmatched engineering and value-added services that will help lessen the challenges faced by our systems integrator, OEM and ODM customers and prospects alike. We will continue to enlist more technology partners and increase collaborations with our growing ecosystem

who are leaders in their fields. With such alliances, we will create synergy and better deliver solutions, value, and the expertise our customers need.

Axiomtek is a Member of the Intel IoT® Solutions Alliance. A global ecosystem of more than 800 industry leaders, the Alliance offers its members unique access to Intel technology, expertise, and go-to-market support—accelerating the deployment of best-in-class solutions.