



Client **Modena Cars SA**
Geneva, Switzerland

Partner **VisionColor Sàrl, Geneva**



Branch Automobile Retailing

Project High definition and large screen visualisation of promotional corporate imagery

Client Modena Cars is the leading official Ferrari and Maserati car retailer in the French speaking region of Switzerland. With over 20 years of experience in the luxury automobile industry and a dedicated staff of 20 employees, Modena Cars serves enthusiastic customers in Geneva and Switzerland.

Challenge When Modena Cars relocated and opened a new flagship garage and showroom in Plan-les-Ouates near Geneva, they decided to invest in a professional video wall solution to properly represent their world class brands, Ferrari and Maserati.

The challenge was to deploy a high definition digital video wall with multiple input possibilities. The timeframe for the project was seven days from order to implementation. The installation had to be complete for the Opening Premiere Event hosting 700 distinguished guests and customers, including Ferrari President, Mr. Luca Cordero di Montezemolo, and Ferrari CEO, Mr. Amedeo Felisa

Solution The quality and dimensions of the video wall are impressive. A total of nine 46 inch jeyevis ultra-high resolution displays add up to a total "tiled" video wall surface of 3.078 x 1.740 meters (HxW). The revolutionary monitors are ultra narrow bezel displays with only 7.3mm gaps from screen to screen. The brilliant picture resolution of 4098 x 2304 pixels provides the perfect medium for showcasing some of the world's most exquisite sports cars. The solution features three different video input sources: one PC, a BluRay player and a video camera.



WEY was responsible for the overall project management for this prestigious installation, including procurement, delivery, implementation and testing, all performed within a week. The project could be realised thanks to significant contributions of VisionColor, WEY's partner in the French speaking part of Switzerland.

Benefits Modena Cars is now able to brilliantly promote the brands Ferrari and Maserati in their showroom. They enjoy a world class video wall solution realised in extremely short delivery times.

Quotation Mr Gino Forgione, owner of Modena Cars in Geneva comments on the project: "The corporate presentation was perfectly visualised on the new videowall. Every Ferrari garage in the world should look like this."