

# **BYD Enhances Showroom Experience with a ViewSonic 241-Inch Customizable All-in-One LED Display**

Case Study

June 2025



# Summary

# BYD Enhances Showroom Experience with a ViewSonic 241-Inch Customizable All-in-One LED Display



*"Its vibrant display creates an immersive environment that showcases BYD's vehicles in the best light, ensuring a lasting impression on every visitor that comes in."*

— Vidya Dabydoyal,  
Senior Sales Executive



## Leal Energie Ltd (Official BYD Distributor)

- **Location:** Mauritius
- **Interviewed:** Loïc Serret (Manager), Vidya Dabydoyal (Senior Sales Executive)
- **Industry:** Automotive Retail

### Challenge

1. The BYD showroom needed a **large-format display that would impress** visitors without compromising floor space or disrupting the vehicle layout.
2. A slim, wall-mounted installation was essential to maintain **layout flexibility and streamline setup** within the showroom's premium design.
3. The solution had to **meet BYD's global branding requirements while** delivering a visually compelling centerpiece that **elevated the customer experience**.

### Solution

1. The [ViewSonic LDC031-250 Customizable All-in-One LED Display](#) was selected to deliver **premium image quality** and meet BYD's branding requirements.
2. Its **ultra-slim, wall-mounted design** enabled clean installation while preserving valuable floor space.
3. A **modular build with GOB surface treatment** ensured long-term durability in a high-traffic showroom environment.

### Result

1. The **241-inch LED screen became a striking centerpiece** that immediately drew visitor attention and elevated showroom engagement.
2. The premium visual experience **reinforced BYD's innovation-driven brand image**, leaving a strong impression on prospective customers.
3. With minimal wall protrusion, the display **preserved layout flexibility**—allowing more vehicle models to be showcased without compromising space or design.

# Full Story

# BYD Enhances Showroom Experience with a ViewSonic 241-Inch Customizable All-in-One LED Display



*The BYD showroom reflects the brand's premium image and innovation-driven identity.*



*A large digital display was key to impact, but space had to be preserved for showcasing more vehicles.*

## Background

In 2021, Leal Energie—the official importer of BYD in Mauritius—established a temporary showroom to introduce the brand's passenger vehicles to the local market. As business grew and BYD gained traction locally, the space evolved into a permanent point of sale, prompting the need for upgrades that aligned with the brand's global showroom guidelines.

## Challenge

To reflect BYD's global branding and high-tech identity, the showroom required a digital display that met strict visual performance standards. The solution needed to deliver exceptional image quality, vivid color, and a seamless viewing experience—ensuring that every visitor encounter reinforced the brand's innovation-driven reputation. Beyond visual performance, the display needed to serve as a striking centerpiece that elevated the overall showroom atmosphere.

At the same time, the team faced practical layout constraints. The display needed to capture attention without occupying valuable floor space or interfering with vehicle placement. A slim, wall-mounted design with minimal structural impact was essential to maintain flexibility in showroom layout and allow for easy adjustments as the vehicle lineup expanded.

# BYD Enhances Showroom Experience with a ViewSonic 241-Inch Customizable All-in-One LED Display



The 241-inch LED display showcases BYD content with vivid clarity and vibrant detail.



The 31 mm ultra-slim profile preserves floor space and keeps the showroom layout clean and flexible.

## Solution

Leal Energie selected the **ViewSonic LDC031-250 Customizable All-in-One LED Display** to create a **241-inch digital centerpiece** that meets both branding and spatial requirements. The large-format screen delivers **stunning image quality, streamlined installation, and a modular design**—ideal for a high-end automotive showroom. Its **31 mm ultra-slim profile** enables clean, wall-mounted installation with minimal protrusion, preserving valuable floor space for BYD's expanding vehicle lineup. With **600 nits of brightness** and sharp resolution, the display brings promotional content to life while reinforcing BYD's innovation-driven identity.

The screen features a **Glue-on-Board (GOB) surface treatment** that protects against collisions, dust, and moisture—ensuring long-term durability in a high-traffic retail setting. Its **all-in-one modular design** simplifies installation, enables easy maintenance, and supports layout flexibility. With this solution, Leal Energie delivers immersive digital storytelling and a visually compelling experience that aligns seamlessly with BYD's global showroom standards.



The all-in-one modular design simplifies installation and supports easy maintenance.

# BYD Enhances Showroom Experience with a ViewSonic 241-Inch Customizable All-in-One LED Display



*The display draws attention and significantly increases customer engagement.*



*The solution allows for a growing lineup of vehicle models without compromising the showroom's layout or aesthetics.*

## Result

The installation of the 241-inch ViewSonic LED screen has transformed the BYD showroom into a **visually compelling, customer-centric space**. The large-format display became an immediate focal point, captured attention, and drove a noticeable **increase in customer engagement**. Its exceptional image quality delivers a premium visual experience that **reinforces BYD's reputation** as an innovative, technology-driven brand. **Visitors responded positively** to the vibrant display, frequently commenting on its striking impact and creating memorable first impressions that enhance brand perception and overall showroom atmosphere.

By preserving floor space with its ultra-slim, wall-mounted design, the solution allows Leal Energie to **accommodate a growing lineup of vehicle models without compromising layout or aesthetics**. Additionally, the integrated modular design has simplified setup and ongoing maintenance, establishing a new benchmark for showroom installations in the area.



*"We've received very positive feedback about the screen. Many of our customers are impressed by the image quality and the impact it creates in the showroom."*

**- Loïc Serret, Manager of Leal Energie Ltd**

ViewSonic x BYD





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