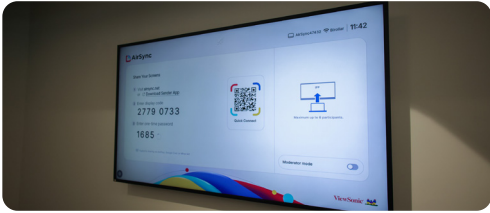




ViewSonic  | Case Study

MERCEDES-BENZ BIROLLAR OTOMOTİV TRANSFORMS THE PREMIUM SHOWROOM EXPERIENCE WITH DIGITAL TECHNOLOGY



"This investment was not simply an investment in display technology. It marked a modern and powerful step in redefining our showroom experience, making a significant contribution to both visual impact and the overall customer journey."

— Tarkan Birol / General Manager, Birollar Automotive

Background

Birollar Otomotiv carried out a digital transformation project to create a modern Mercedes-Benz showroom experience aligned with global premium brand standards. As the home of Türkiye's first Mercedes-Benz Dropoff location, complemented by an on-site café, the showroom offers visitors an experience that extends beyond vehicle sales. Implemented in collaboration with ViewSonic and Design Sign, the project introduced an integrated display infrastructure featuring the ViewSonic LDM136-151, IFP7550, CDE5530, and IFP6550. Together, these solutions strengthened brand communication, enhanced vehicle presentations, and supported interactive sales experiences within a unified digital environment.

Challenge

As a global premium automotive brand, Mercedes-Benz required a showroom experience that reflected its approach to quality, innovation, and design. The showroom needed a modern digital infrastructure capable of creating a strong impression from the first customer touchpoint while supporting the brand's premium identity.

The project aimed to present vehicle design details and technological features in a more impactful way while creating an interactive sales experience that enables customers to easily compare different models and equipment options. Efficient use of the showroom space, simplified content management, and faster access to information for sales teams were also among the project's key requirements.

Efficient use of the showroom's different areas and simplified daily operations were also key requirements. The new solution needed to support multiple content types, simplify content management, and enable sales teams to access information more quickly.



Mercedes-Benz
Birollar Otomotiv

Mercedes-Benz | Birollar Otomotiv

Location

Mercedes-Benz Birollar Otomotiv
Bahçeşehir Gölet Drop-Off Experience
Point

Interviewed

1. Tarkan Birol / General Manager,
Birollar Automotive
2. Serkan Uzbiçer – Used Car Sales
Manager

Industry

Premium Automotive Retail /
Showroom

Challenge

1. Delivering a showroom experience
aligned with Mercedes-Benz's
premium global standards
2. Presenting vehicle details,
technologies, and options accurately
and dynamically
3. Improving space utilization,
operational efficiency, and the overall
sales process

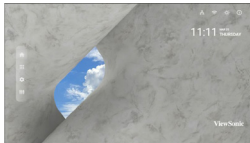
MERCEDES-BENZ BIOLLAR OTOMOTİV TRANSFORMS THE PREMIUM SHOWROOM EXPERIENCE WITH DIGITAL TECHNOLOGY

Solution

1. A 136-inch seamless LED display for high-impact Mercedes-Benz brand communication
2. Interactive displays supporting vehicle exploration and equipment package comparisons
3. ViewSonic Commercial Displays enabling centralized and flexible corporate content management

Result

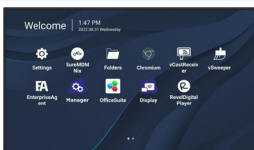
1. A 136-inch seamless digital centerpiece delivering maximum visual impact
2. Four integrated display solutions supporting different showroom requirements
3. A scalable display infrastructure for different spaces and applications



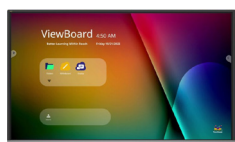
LDM136-151



IFP7550



CDE5530



IFP6550

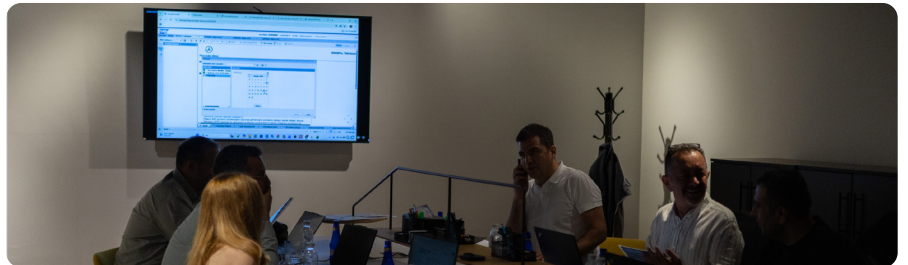
[Watch Video](#)



Solution

An integrated display infrastructure combining ViewSonic LED, interactive, and ViewSonic Commercial Displays was created for the showroom's different areas. The 136-inch ViewSonic LDM136-151 All-in-One Direct View LED display served as the showroom's main digital centerpiece, delivering Mercedes-Benz content with high visual impact. Its seamless large-format design and strong image performance created a striking focal point that reinforced the brand's premium identity.

The ViewSonic IFP7550 and IFP6550 interactive displays enabled customers and sales representatives to explore vehicle models, review features, and compare equipment packages through an engaging digital experience. The ViewSonic CDE5530 ViewSonic Commercial Displays supported corporate information, campaign communication, and branded content across the showroom. Together, these solutions combined brand communication, vehicle presentation, and customer engagement within one unified digital environment.



Result

The project transformed the Mercedes-Benz Biollar Otomotiv showroom into a more modern, visually compelling, and digitally integrated customer environment. The 136-inch ViewSonic LED display became the showroom's primary digital centerpiece, delivering strong visual impact and reinforcing the premium perception of the Mercedes-Benz brand. Together with the interactive and ViewSonic Commercial Displays, it created a unified platform for brand communication, vehicle presentations, and customer engagement.

The scalable display infrastructure delivered tailored solutions for different showroom areas and usage scenarios. Customers gained a more interactive way to explore vehicle models and equipment options, while sales teams benefited from centralized content management, faster access to visual materials, and more efficient presentation processes. This integrated approach enhanced the showroom experience and supported more effective sales interactions.



Founded in California, ViewSonic is a leading global provider of visual solutions and conducts business in over 100 countries worldwide. As an innovator and visionary, ViewSonic is committed to providing comprehensive hardware and software solutions that include monitors, projectors, pen displays, commercial displays, All-in-One LED displays, ViewBoard interactive displays, and myViewBoard software ecosystem. With over 35 years of expertise in visual displays, ViewSonic has established a strong position for delivering innovative and reliable solutions for education, enterprise, consumer, and professional markets and helping customers "See the Difference." To find out more about ViewSonic, please visit www.viewsonic.com.