



HIGHLIGHTS

Product Type

Planar UltraLux

Location

New York

Industry

Retail Showroom

Application

Sales Support

PLANAR ULTRALUX DISPLAY IS INTEGRAL TO COMPANY'S SUCCESS

Top interior designers worldwide know that OFS Brands is the preeminent source for top-quality office furniture. Not widely known is the fact that OFS Brands started out making a name for itself in the 1930s, building basketball backboards and wooden window blinds. Today, backboards and blinds have given way to custom-designed office environments for businesses that care about quality furnishings in office settings of every type.

OFS Brands' total focus on quality extends to the manner in which it presents its products and capabilities; notably, in the company's newest showroom near New York City's famed Herald Square. A key feature of this stunning 10,000 square-foot space could easily be mistaken for a priceless piece of artwork as opposed to what it really is: a state-of-the-art digital video display - an 80-inch Planar UltraLux Series LCD Display.

"Planar UltraLux displays provide a seamless solution that adds significantly to the OFS showroom experience."

- **Doug Shapiro,**
Director of Architecture and Design,
OFS Brands

A critical part of the selling approach

OFS chose Planar UltraLux display for two reasons: its ability to beautifully depict large images of furniture and have these depictions feel integral to any total furnishing solution being demonstrated to a designer or an end user. "Planar UltraLux could be built into a showroom wall and thus could become part of whatever we choose to present to a particular designer or customer, for a particular project," says Doug Shapiro, Director of Architecture and Design for OFS Brands. "It is more than just a TV hung on the wall - which

can be a distraction. It's a critical, seamless element of our marketing and selling approach and one which adds significantly to the OFS showroom experience."

Shapiro says that the Planar UltraLux display resonates with discerning designers who want to work with the most forward-thinking, quality-minded manufacturers. "When these professionals see the display integrated into our selling experience, they see a company that understands their world as well as the types of customers they work with. That just reinforces our distinction in their minds and adds to our appeal as a partner for their projects."

Focal point for designer and customer meetings

The 80-inch Planar UltraLux display is placed in the main showroom, within a prominent wall of an area where OFS staffers gather for meetings, and for planning and project reviews with designers and end user customers. "The screen is a focal point for these meetings and presentations so its aesthetics and image quality are paramount," Shapiro says.

Recognizing its use in this manner, Planar gave UltraLux a sleek, high-tech look and feel and then engineered in industry-leading image quality. The display features infinity edge-to-edge glass that we see in today's most advanced, in-trend consumer electronic products. Planar UltraLux Series takes this a step further by offering Planar's ERO (Extended Ruggedness and Optics)-technology that protects the LCD from damage in demanding application environments.

Features that resonate with designers and customers

The adage, image matters, resonated with Planar in its design plans for UltraLux. It delivers to OFS through features such as the full 80-inch screen, full 1080p LED edge-lit technology, 700-nit brightness, 5000:1 contrast ratio, and 16.7 million color-handling capability.

And with multiple connectivity options, including HDMI, Planar UltraLux Series is the perfect canvas on which OFS can display its products in either high definition photography or video. The system also incorporates a built-in media player, with easy-to-use software, so OFS can create content using virtually all of its own digital assets.

"We know this all adds up to a solution we can count on 24/7, and that Planar stands behind it with one of the industry's strongest warranties," says Tim Verkamp, OFS's Systems Support Manager. "Further, should we ever have a problem, Planar has shown its strong commitment to customer support, with real people who are available to us when we need them," he adds.

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-Tim Verkamp,
Systems Support Manager, OFS
Brands



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