



## Sharp Puts Ability in Sustainability at the YANMAR® EVO//CENTER

When eco-friendly digital signage technology was needed to finish construction of the YANMAR EVO//CENTER, Sharp Pro AV equipment was brought in to help communicate its messages to the public while saving energy.

### Business Environment Challenges

Since its 1912 inception in Japan, farm and construction equipment manufacturer Yanmar has always been ahead of its time. Although fuel conservation is generally a modern-day concept, the company had always been focused on sustainability when designing its machinery for various industries. In fact, it adopted the slogan, “To conserve fuel is to serve the nation” in its earliest years.

To continue its environmentally conscious tradition, the company opened a 50,000-square-foot “YANMAR EVO//CENTER” in the fall of 2017. The Acworth, Georgia-based facility showcases engines, farm and construction equipment, energy systems, generators and other products the company produces in a multi-purpose showroom. It also supports Yanmar’s global mission of creating a sustainable future by offering the local community a calendar of cultural events focused on empowering sustainability.

Before the YANMAR EVO//CENTER could open to the public, environmentally friendly digital display technology with smart TV capabilities needed to be installed. Because the YANMAR EVO//CENTER was designed to serve an educational purpose as well, digital signage that allows for app downloading would avoid having to move a computer into each room when needed.

In addition, the YANMAR EVO//CENTER was designed with numerous windows that bring in sunlight. Therefore, the digital displays also had to be bright enough to outshine ambient light coming from outside the building.

### Industry

Machinery and parts manufacturing

### Organization

Yanmar

### Challenges

- Installing digital displays with app downloading capabilities
- Outshining ambient lighting through windows
- Using Pro AV products that require less energy

### Solutions

- 21 Sharp 60" Class (60 3/32" diagonal) commercial LCD displays
- 1 Sharp 80" Class (80" diagonal) commercial LCD display
- 1 Sharp 43" Class (42.5" diagonal) professional LCD display

### Results

- YANMAR EVO//CENTER is positioned to live up to its environmentally friendly mission
- The displays have proved bright enough to outshine ambient lighting
- Multiple displays allow for education in multiple languages

## Technology Solutions

The company found what it was looking for with Sharp Pro AV equipment. According to Neil Philpott, Sales Consultant at dB Integrations in Gainesville, GA, which installed the Sharp Pro AV equipment, Sharp was chosen for multiple reasons.

“The app portion met their expectation where some of the other brands Yanmar initially considered didn’t really match what the company required,” Philpott explained. “Overall the value of the Sharp products better fit their budget and allowed them greater functionality with the rooms while maintaining extremely good picture qualities. In addition, Yanmar didn’t want to look at old technology, so when we showed them Sharp’s energy specs, it fit within their context of sustainability.”

A total of 21 Sharp 60" Class (60 3/32" diagonal) commercial LCD displays, along with an 80" Class (80" diagonal) commercial LCD display and a 43" Class (42.5" diagonal) professional LCD display were installed around the YANMAR EVO//CENTER in numerous locations. Aside from the ability to use apps for Yanmar’s numerous on-line presentation content, the models feature a stylishly thin profile with a built-in digital tuner for the ultimate display experience.

Most notably, the 80" Class (80" diagonal) commercial display was installed in the large “City Room” conference room, which holds 20 to 25 people. One Sharp 60" Class (60 3/32" diagonal) display was installed in the 10- to 16-person “Land Room,” as well as the 4- to 8-person “Sea Room.” The 43" Class (42.5" diagonal) display, which uses a satellite tuner connected via HDMI™ cable, was installed in the 4- to 8-person “Dragonfly Room,” which serves as a waiting area that provides a comfortable, VIP experience setup.

The remainder of the 60" Class (60 3/32" diagonal) displays were installed in four corridors for digital signage purposes, as well as six training rooms and three divisible classrooms.



## Innovative Results

The Sharp displays proved bright enough to handle the ambient light throughout the YANMAR EVO//CENTER. This feature especially helps the “Remote Monitoring Center,” a room with an entire wall made of windows. This room in particular has four 60" Class (60 3/32" diagonal) displays installed in it.

“That was a great concern of ours when Yanmar revealed that room in the architectural stage,” Philpott said. “I realized which direction the building was oriented as it relates to the western sun. As the sun sets each day, you wouldn’t be able to see anything on the screens if they didn’t have adequate brightness abilities. The Sharp monitors were able to do the job.”

Most of the YANMAR EVO//CENTER’s classrooms and training rooms have dual screens to enable bilingual learning. For example, one screen will have the presentation in English and the other in either Japanese, Spanish or French. With all the Sharp displays in place, the YANMAR EVO//CENTER is positioned to live up to its mission statement:

“We strive to provide sustainable solutions for needs which are essential to human life. We focus on the challenges our customers face in food production and harnessing power, thereby enriching people’s lives for all our tomorrows.”