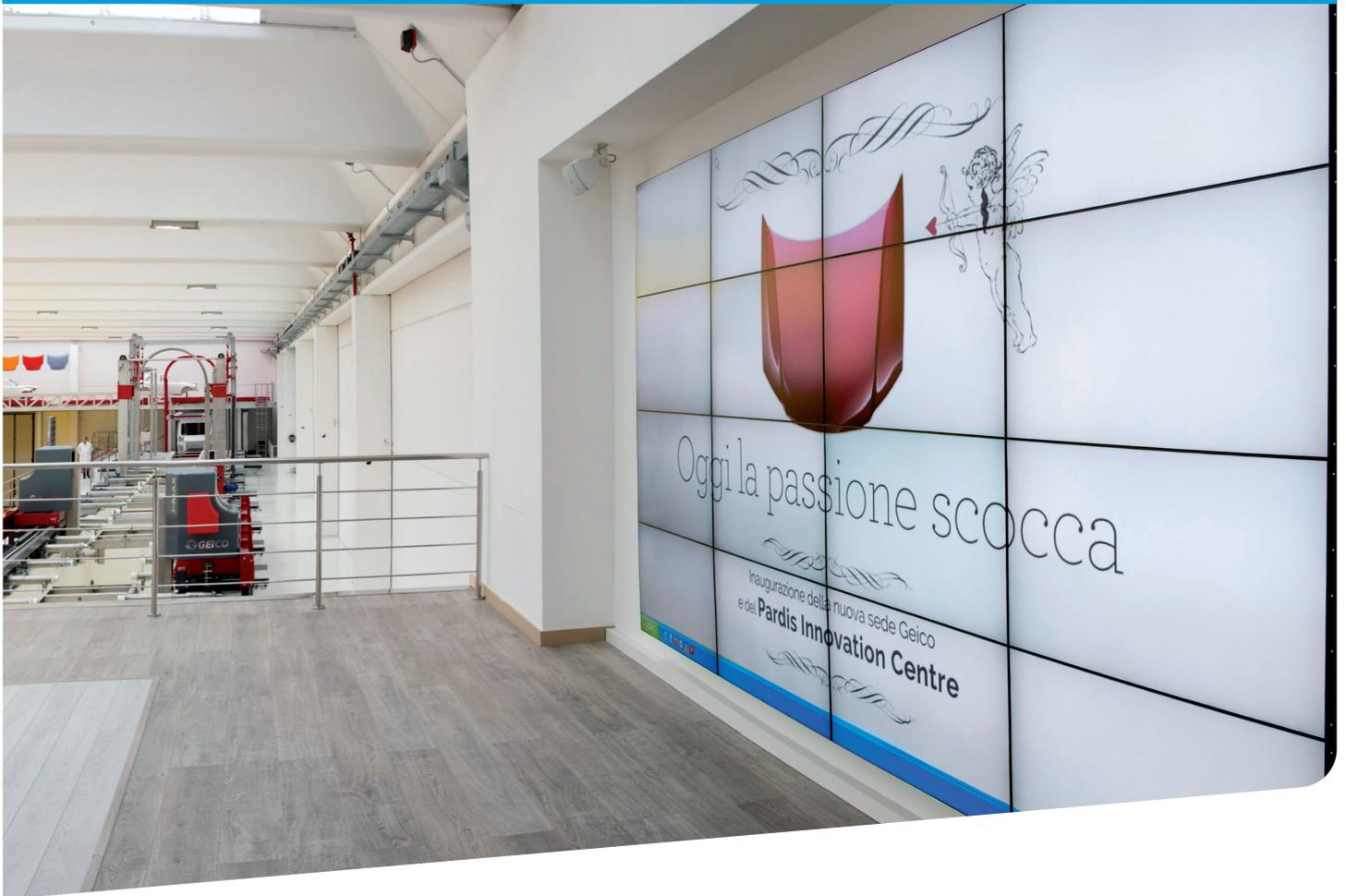


# Geico

Samsung's Quality and Design are the Ideal Choice to Present Geico's Excellence



# Overview



## Overview

With the industrial expertise born of almost half a century in this business, Geico S.p.A. is a leading supplier of turnkey automated paint plants for the automotive sector.

The company's steady international growth has resulted in the installation of the most significant plants in the world by focusing on competitiveness, which is constantly based on the motivations and integrity of people who share the primary objective of building real value. Geico's achievements, however, are also the outcome of a company that seeks innovation by constantly integrating the ultimate technologies and methods. Samsung shares this trend, thus convincing the company based in Cinisello Balsamo, Milan to adopt some of the most innovative display solutions developed by the Korean manufacturer.

"We have noticed Samsung's great determination in pursuing its objectives," said Ali Reza Arabnia, Chairman, President and CEO of Geico, "along with a remarkably tenacious inclination to ensure innovation and constantly move forward. Our two companies have these values in common. Geico tirelessly looks for avant-garde professional instruments that stimulate us to improve our operational procedures, and the solutions found at Samsung are cutting edge in their sector in terms of innovation and, hence, help us to achieve these objectives."

This leading company in the production of automated paint plants for the automotive sector for the past 50 years has chosen Samsung's interactive multimedia e-boards and high-definition displays to improve efficiency and encourage the ongoing drive towards innovation, enhancing the head office and Innovation Centre with a cutting-edge technological image.

## Samsung Solution and Benefits

### An interactive solution designed to improve efficiency

Geico has installed nine Samsung 65" interactive multimedia e-boards in meeting halls, the President's Office and the halls fitted for in-house technical training sessions and meetings with clients and prospective clients. In addition, Geico installed six Samsung 40" touchscreen displays as totems at the Pardis Innovation Centre.

Implementation of Samsung solutions at Geico was managed by NUMERO 10, a Milanese company that specializes in avant-garde IT solutions in the framework of communication, virtualization, networking, safety, IT as a service and cloud computing.

"For over twenty years NUMERO 10 has helped companies improve their performance and productivity through a proactive and coordinated approach that skillfully combines technological innovation with the requirements of their clients' business," said Sergio Cattaneo, Product Manager for NUMERO 10. "The meeting with Geico inspired us to suggest solutions that both interpret and anticipate some of their requirements in terms of efficiency and innovation. The effort was rewarded by the perfect harmony established between the two companies and by Geico's deep satisfaction in the solutions that were installed."

Samsung interactive multimedia e-boards are integrated solutions that combine high-definition (HD) touchscreen displays, Internet connection, in-house processing capacity and dedicated Samsung MagicWB software to ensure an effective work environment by transforming meetings into a more involved, dynamic experience.

The wide-angle view ensures excellent visibility for every participant, while interactive touch technology of high accuracy ensures the utmost clarity of words written with the bundled Touch Pen. Moreover, Samsung MagicWB expands the level of interaction with the option of displaying content present on the notebooks of participants. An integrated speaker and the ability to connect a webcam are also considerations for transforming the Samsung e-board into a versatile video conferencing device.

"We were instantly drawn to this solution," said Arabnia, "because we are convinced that it can make meetings much more stimulating. Facilitating presentations and stimulating interactivity encourages creativity, which Geico promotes in several ways. For instance, we hold 'creative laboratory' sessions to inspire new ideas starting from a

broad approach, and we have scheduled monthly meetings centered on innovation. We are also intensively focusing on environmental issues. We have perfected a strategic plan to build a paint plant in 2020 that is completely autonomous in terms of energy by combining solutions that reduce consumption by exploiting renewable energy sources. It is an ambitious goal, if we consider that the energy consumption of these plants is comparable with a city with 50,000 inhabitants."

### State-of-the-art displays tell us about an advanced technological framework

Geico has also decided to make use of Samsung displays to convey the image of groundbreaking innovation and technological progress, the company's typical features.

A video wall composed of nine Samsung 46" displays welcomes Geico visitors and clients in the reception area of the head office. Additional large-format displays (LFDs) are installed in various areas of the corporate premises.

A video wall composed of 16 Samsung 46" HD displays is also installed at the Pardis Innovation Centre, which stretches over more than 30,000 m<sup>2</sup> (333 ft<sup>2</sup>). Geico has perfected this venue for technological research and demo tests for painting systems targeted at potential clients.

The LFDs used by Geico have made Samsung the world leader and principal manufacturer in the sector.

The innovative technologies used in Samsung screens have been developed to ensure top-of-the-line display quality that is unaltered by time. Full-high-definition (FHD), burn-in technology and an image retention function provide brighter and clearer images from all visual angles and in all lighting conditions. Low energy consumption and high reliability are also ensured.

Samsung LFDs are suitable for both single-screen viewing and creating extensive video walls. By using the Samsung Interlocking Display (ID) modular system, a set of video modules with a very thin frame can be assembled into a tower, pyramid or customized layout, providing easy and flexible installation.

## Conclusion

“The attractive design of Samsung displays presents brilliant images and very thin frames that convey the feeling of avant-garde technology and quality,” concluded Arabnia. “The installation of Samsung video walls at our Pardis Innovation Centre marks an evolution, compared to the former approach based on static images. Improvements focus on enhancing quality and design by adding an element of value that we are sure will not pass unnoticed by our visitors, clients and prospective clients.”

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– Daryush Arabnia  
Executive Director of Marketing

### NUMERO 10

With over 20 years of experience, Samsung’s partner, NUMERO 10, is the landmark for IT experience applied to the business framework. Established as a company that designs and produces both hardware and software dedicated to automation processes, NUMERO 10 has adapted its business to the growing and expanding IT market by specializing in cutting-edge IT solutions designed to enhance the performance and productivity of companies. NUMERO 10’s core business focuses on studying and solving problems and requirements associated with the management of corporate information to provide a better approach to data by effectively exploiting IT technologies.

NUMERO 10’s workforce of over 30 includes experts who operate within a fluid and reactive organization that is divided into operating units that are closely related by the common mission of endowing client businesses with new impetus – a rewarding policy that ensures NUMERO 10’s yearly growth.

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Samsung Electronics Co., Ltd.  
416, Maetan 3-dong,  
Yeongtong-gu  
Suwon-si, Gyeonggi-do 443-772,  
Korea

[www.samsung.com](http://www.samsung.com)

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