

PHILIPS

Professional Displays

Exclusive Manufaktur



Porsche Exclusive Manufaktur

Philips COB LED elevates automotive shopping for a brighter brand experience

“The new Philips COB LED wall truly elevates how we present our vehicles. The brightness, image clarity, and reliability are exceptional, perfectly matching the quality and innovation that Porsche stands for.”

Max van der Linden | for Porsche Centrum Gelderland





Background

Porsche Centrum Gelderland is a distinguished Porsche dealership and automotive experience centre located in Heteren, in Gelderland, NL. As a hub for enthusiasts of the iconic German sports car brand, the centre combines sales, service, and brand immersion under one roof, emphasising personalised attention and premium customer care through sales, ownership, and aftercare. The dealership showcases the latest Porsche models and offers comprehensive services, as well as a dedicated team specialising in bespoke configurations.

Challenge

At the forefront of automotive innovation, customer experience is paramount for Porsche Centrum Gelderland. Seeking to elevate its in-showroom presentation while promoting its premium brand image, the team partnered with PPDS Partner, Fidato to develop an ultra high quality visual display for showcasing Porsche vehicles. The objective was to create a striking, immersive installation that would captivate visitors while reflecting the performance and precision associated with the Porsche name.

The showroom features significant ambient daylight, so the display required exceptional brightness to ensure clear, vivid imagery at all times. To maintain flawless visual performance, COB based LED technology was specified, minimising the risk of visible LED defects and delivering a seamless viewing surface. Energy efficiency was equally important. The solution needed low power consumption to support Porsche Centrum Gelderland sustainability ambitions.

“The new Philips LED display elevates the premium brand experience for visitors, enhancing visual storytelling and deepening customer engagement.”

Max van der Linden | for Porsche Centrum Gelderland

Solution

Fidato selected the Philips Unite LED 5000 Series P1.2 to more than meet the brief, creating an impressive 4K installation measuring 480 x 270 cm. The result is a striking visual centrepiece that delivers exceptional sharpness, brightness, and long term reliability. Thanks to the advanced COB technology, the screen provides outstanding durability and perfectly uniform image quality, maintaining clarity and impact even in the strong showroom lighting.

The installation was carried out seamlessly by Fidato's experienced engineering team, integrating smoothly into the existing showroom environment, all without disrupting daily operations.

Modernising the showroom in line with Porsche's innovation-driven identity, the outcome is a refined, high impact visual solution that strengthens the overall customer journey while reflecting Porsche's commitment to quality, technological excellence, and sustainable performance.

Benefits

Lower energy consumption: Reducing environmental impact and total cost of ownership. Philips LED displays are designed to deliver lower energy consumption.

High brightness direct view LED: Enabling crisp, clear and vibrant content even in bright locations subject to direct sunlight and high ambient light.

Fast facts

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|  Client
Porsche Centrum Gelderland |  Project
Philips COB LED elevates automotive shopping for a brighter brand experience |
|  Industry vertical
Retail |  Partners
Fidato |
|  Location
Gelderland, NL |  Products
Philips Unite LED 5000 Series P1.2 |

