

A 103-inch plasma display presents the corporate message of the world's largest golf club brand through rich, faithful images.

Installation Details

Large-screen plasma display installed at showroom.

Callaway Golf Company Japan, a Japanese subsidiary of the world's largest golf club manufacturer, Callaway Golf Company, installed a 103-inch full-HD plasma display at the entrance of its new showroom, which was opened in October 2008 upon relocation of their head office. This plasma display is instrumental in enhancing their brand appeal and organizing customer events.

Visually communicating the brand image to customers.

"Customers can see the benefits of our products if they try them out or interact with the exhibits in the showroom, but how can we

effectively communicate our brand concept and other messages to them?" -- When the company was working out the details of their new showroom plan, it was necessary for them to find a solution to this dilemma.

After a series of discussions, it was decided to install a display device at the showroom entrance in order to visually communicate these messages.

A large-screen HD display is the key to faithfully communicating important messages.

When selecting a display device, they realized that a 100-inch class would be best when the entrance



The brand image/concept is effectively communicated via the large-screen display. Customers may test out and fit clubs at the Performance Center (left). [Screen image is simulated.]

area and ceiling height were considered. Another factor that they took into account was that, since the device would be the "face of the company," they would make no compromises when it came to graphic quality. After very careful research, they decided on the Panasonic brand because:

- A projector would not achieve the desired picture quality, since the room is brightly-lit;
- The 100-inch equivalent of a multi-screen system would lack premium accents, as the screen would be divided by bezels; and
- A 103-inch plasma display offers both the screen size to match the space and crisp, high-definition display qualities complete with colorful tones, thereby accurately communicating messages to customers.



At the double-floor height showroom entrance, the plasma display is housed in a chic woody interior frame. [Screen image is simulated.]

Plasma Display System Report

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System Outline

Displaying promotional content on a large screen. Ideal for presentations during showroom events.

The model installed at Callaway Golf's showroom is connected to a Blu-ray Disc/DVD recorder via component video cables. When studying the introduction of this plasma display, they were doubtful of the picture quality of component video on a 103-inch screen. After watching a demonstration with the actual model, however, they were convinced that the picture quality gained was more than enough to meet their satisfaction.

The Blu-ray Disc/DVD recorder is connected to a CS digital broadcasting antenna, to provide a dynamic presentation of tournament broadcasts on all-golf channels via the large screen.

Callaway Golf organizes events and seminars at the entrance space, which is equipped with wireless microphone equipment, as well as wall input terminals for PCs and VCRs. These facilities allow PC-based presentations and

videos of events to be displayed on the big 103-inch display. RGB video cables running to the building's office floor also make it possible to monitor seminars live from the office.



After Installation

Exploring ways to share the joy of golfing with more people through plasma display applications.

With its large, eye-catching screen and faithful image reproduction, the display unit has earned excellent praise for being able to accurately communicate corporate messages to customers.

In addition to its presentation of promotional content, future plans call for conveying the excitement, joy, and depth of golf to more people by using the display to create opportunities to have direct contact with customers, such as in seminars and events.



◀ This large, eye-catching display is used as a main monitor during events. External input terminals are installed in the wall.



A photo display of tour pros attracts the attention of visitors. On the mezzanine at the back right is a large exhibit of golf clubs.



This anti-glare model ensures clear images from any viewing angle in the brightly-lit showroom.