



Ferrari Dealership

Designed to showcase some of the most stunning vehicles created, the all new Ferrari Maserati dealership in Sydney, Australia, utilizes the latest energy management and water saving techniques to achieve a five-star energy rating. Ferrari needed an automation system that could centralize A/V management and complement both the \$20 million building and the cars.

Building the System

Ferrari's request seemed simple on the surface, but several factors had to be addressed in the system design and integration. Beyond the showroom, the system also needed to account for the vehicle maintenance facility and training room. To accomplish the goal, two Control4 dealers teamed up—Lifestyle Concepts and Suite Control—to create a building-wide system that delivers multi-zone automation.

Managing the System

The ten video and 14 audio zones are managed via 7-inch Control4 touchscreens. This size of system would normally have been a nightmare to control as there is a large mix of people using it. "We wanted to provide them with a system that required very little or no training to operate and I feel we achieved that goal with Control4" said George Nikols, principal of Suite Control.



Using the System

Ferrari wanted a system that worked during the day, but took center stage at different events and launches. To simplify using the Control4 system, it's configured with several automated schedules. For example, each morning a Control4 event turns on all screens and starts the demo videos on all the different cars. The system then pipes background music throughout the showroom. At various intervals throughout the day, a Ferrari F1 audio clip comes on through the entire showroom, enticing potential clients. The end results not only thrilled Ferrari, but proved what can be accomplished when two Control4 dealers work together on a project.