



ATAG EXPERIENCE CENTER | AMSTERDAM

Enhancing Live Demonstrations, Events, and Brand Experiences



Hisense



ATAG EXPERIENCE CENTER AMSTERDAM

ATAG *Live*

Project Overview

Located in Amsterdam's premium business district, ATAG Live Amsterdam is a purpose-built experience center designed to host product showcases, partner events, wine tastings, and live cooking sessions. The venue combines culinary expertise, modern design, and advanced technology to create a highly engaging environment where brands connect with professionals and guests through immersive, real-time experiences.

Beyond its role as an event space, ATAG Live also serves as a regional demonstration hub for Hisense Commercial Display solutions, showcasing real-world applications in a live operational environment.

The Challenge

The project presented a unique combination of architectural and operational challenges. A large glass façade and open layout created demanding lighting conditions requiring high brightness display with strong visibility. The space needed to function both as a premium event venue and a live demonstration environment, with multiple display technologies integrated seamlessly into the architecture without compromising on aesthetics. Content also needed to be flexible, centrally managed, and instantly adaptable for different use cases.

The challenge was therefore twofold:

1. Operational Excellence

Deliver a reliable, high-performance visual environment supporting daily operations and premium brand experiences.

2. Demonstration Capability

Create a scalable, centrally managed ecosystem that enables dynamic content updates for partners, distributors, and events without increasing complexity.



Interactive Digital Board - 86MR6DE | 65MR6DE





24/7 Digital Signage - 65DM66D | 75DM66D



The Solution: A Fully Integrated Display Ecosystem

Hisense delivered a complete end-to-end commercial display solution, combining professional-grade displays with centralised content management.

The installation includes:

- **24/7 Digital Signage (DM Series)** for continuous, high-quality content delivery
- **High-Brightness Window Displays (WF Series)** ensuring visibility under direct sunlight
- **Interactive Digital Boards (MR Series)** for collaboration, & presentations
- **Video Wall Solutions (VW Series)** for impactful visual storytelling
- **All-in-One LED (HAIO Series)** as a centerpiece display for premium experiences

Product Deployment Overview	
Category	Model
All-in-One LED	HAIO136DE
24/7 Digital Signage	65DM66D 75DM66D
Interactive Digital Board	86MR6DE 65MR6DE
High-brightness	65WF25E
Video Wall	55VW25E

All displays are unified through **VisionInfo CMS**, creating a fully connected and centrally controlled environment.

VisionInfo: Intelligent Content and Device Management

At the core of the solution is VisionInfo CMS, acting as the central intelligence platform. It enables real-time content updates across all zones, centralised control of multiple display technologies, rapid adaptation for events, demonstrations, partner visits, and independent content management by the ATAG team.

VisionInfo

Business Impact:

- Eliminates reliance on external technical support
- Reduces operational complexity
- Ensures consistent branding across the entire venue
- Enables faster turnaround between events
- Multi-zone content management across the entire venue



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The Hisense Difference

Hisense was selected for its ability to deliver a complete, integrated solution rather than fragmented components. Key differentiators include an end-to-end ecosystem combining hardware and CMS, high brightness displays with energy-efficient performance, commercial-grade reliability for continuous operation, a scalable architecture supporting multiple use cases, and strong value positioning versus traditional vendors. This allowed ATAG to deploy a future-proof solution capable of evolving with their business needs.



All-in-One LED - HAIO136DE

Customer & Partner Value

The solution transforms ATAG Live into a dynamic experience platform, providing a premium, immersive environment for guests and partners along with the ability to host diverse events without technical constraints. It also serves as a powerful demonstration platform for distributors and clients, with increased efficiency delivered through centralised management.

"The Hisense solution integrates seamlessly with both the design and functionality of our venue. It provides reliable, high-quality displays that we can update instantly for any event or demonstration."

Robert Kapteijn | CSO

ATAG



"ATAG Live Amsterdam demonstrates how a fully integrated display ecosystem can transform a venue into a scalable brand experience platform. By combining professional hardware with centralised content control, we enable both operational efficiency and impactful storytelling."

Lydia Zhao | Sales Manager

Hisense Commercial Display



Conclusion

The tailored Hisense solution successfully supports both the architectural vision and operational requirements of ATAG Live Amsterdam. By combining high-performance displays with centralised content management, the venue now delivers a consistent and polished visual environment with flexible content control across all zones. Enhanced brand storytelling, engagement, and a scalable platform for events, demonstrations, and partner collaboration make this a truly future-ready experience center, one that elevates both daily operations and high-profile events without increasing operational complexity.



WORLD CLASS ENTERTAINMENT

At ATAG Live Amsterdam, Hisense demonstrates how commercial display technology enhances real-world brand experiences. We help create world-class live entertainment experiences. Our display solutions deliver unrivalled brightness and ease of use for our installation partners. Robust and flexible solutions built for any installation environment make Hisense the perfect partner for high profile events.

