

Burr Yacht Sets Sail with NEC Display Solutions LCD Monitors

Quick Facts

FACILITY:
Burr Yacht Sales

LOCATION:
Edgewater, Maryland

CHALLENGE:
Unreliable displays, poor brightness and small viewable screen areas

SOLUTION:
18" NEC MultiSync LCD1880SX and
15" NEC MultiSync LCD1550X

DATE:
April 2002

This yacht broker/dealer looked to the versatility and screen performance of NEC Display Solutions* flat-panel monitors for its floating masterpieces.

When one thinks of yachts, it is natural for thoughts of wealthy, powerful individuals sipping champagne and snacking on caviar to fill the mind. Yacht owners have reached a point in their lives when they can afford the finer things life has to offer. This affinity toward "only the best" can extend to even the smallest details of their vessels.

For the last 40 years, Burr Yacht Sales, Inc., located in Edgewater, Maryland, has strived to deliver to their customers the finest, most luxurious yachts on the water, and LCD monitors from NEC Display Solutions have played a key role in fulfilling its mission.

Burr Yacht Background

Under the leadership of Arthur Burr, a naval architect who served under Admiral Hyman Rickover in his nuclear navy in the 1950s, and his family of 16 employees, Burr Yacht has worked to provide unparalleled sales, outfitting and after-purchase service to its customers. As the world's largest seller of new and pre-owned Fleming yachts and the only distributor on the East coast, the company is responsible for 80% of their sales and customer support. Once a longtime Bertram dealer, Burr Yacht has worked closely with Tony Fleming for the past 12 years to evolve design and construction details for each yacht that is built.

Fleming's 55- and 75-foot yachts, which are known to be the quietest boats available, top out at more than \$3 million and cater to customers consisting mostly of retired CEOs and owners and senior management of large corporations. Each boat is an engineering marvel that is a result of 9-11 months (depending on its size) of dedicated workmanship. Fleming boats spare no expenses in their construction, utilizing the finest materials and latest technology.

The NEC Solution

In the late 1990s, Burr Yacht was looking to replace the CRT monitors it had been using in various locations of its yachts for navigational purposes. The company was experiencing problems with the reliability of these monitors. As a replacement, Burr Yacht sought

out monitors that were easy to "flesh mount," meaning they would cut a hole in the monitor to affix it to the console. As this was around the time that desktop LCD monitors began to experience a boom in popularity, Burr Yacht was intrigued by the ability of the flat-panel displays to provide more viewable screen area than the CRT monitors. By choosing an NEC 15" LCD monitor, Burr Yacht was able to increase the screen area by more than an inch without having to alter the console.

Pleased with the performance and reliability of NEC and its LCD displays, Burr Yacht has continued to use these monitors for its yachts over the past few years. As NEC has found ways to diminish the size of its LCD bezels, Burr Yacht has been able to further expand its screen areas up to 18", a more than four-inch increase from the CRT monitors it once used, without having to redesign its console construction. Because of this capability, older customers have been able to retrofit their yachts and upgrade from CRT monitors to LCD monitors with the latest in display technology.

As of early 2002, Burr Yacht was using the 18" NEC MultiSync LCD1830 in the pilot house and the 15" NEC MultiSync LCD1550X on the bridge of both Fleming models. The 18" model also is an option for the master stateroom and office of the 75-foot model.

The Perfect Match

Always on the lookout for ways to improve its



Burr Yacht's two offerings, the 55-foot and 75-foot (left) Fleming, both feature the NEC MultiSync LCD1880SX flat-panel monitor in its pilot house (right). The monitor's ultra-thin-frame design helped Burr Yacht fill the console with more than 18 inches of viewable area (there was once less than 14 inches) without having to alter the console's construction.

MultiSync LCD1880SX on the Internet in the spring of 2002. This model boasted one of the thinnest frames available to the market and some of the most innovative LCD technologies to date. Burr Yacht also decided to begin using black cabinet LCD monitors to help create a more seamless look by matching the console's finish.



The MultiSync LCD1880SX's high-bright backlight and easy-to-use brightness adjustment allow seafarers to enjoy a comfortable view of the display's screen during the day (left) as well as at night (right), when a dimmer screen is preferred.

Throughout 2002, nine 55-foot and three 75-foot Flemings were built, equating to 18 18" LCD1880SX models. While this is a somewhat small number, the display's benefits play a huge role for Burr Yacht's customers. The MultiSync LCD1880SX's high-bright backlight and brightness adjustment provides seafarers with a customized view of the screen to maximize their comfort.

"Brightness is a key issue for our customers as a lot of sunlight comes into the pilot house (the main navigation goes on here) during the day," said Pat Flaherty, Burr Yacht's service manager. "The brightness level works at night as well as the screen can be dimmed, which is good for night vision. Actually, a bright screen can be distracting no matter where in the boat a monitor is being used."

Another feature that works well for its yachts, according to Flaherty, is the up-front screen setting controls that "point right at you" and allow users to easily adjust the display to

Monitor Applications

As the Fleming 75-foot yacht can be equipped with up to four LCD monitors, these displays are an integral part of the boat's outfitting, providing users with a number of useful applications.

In the pilot house, which is water-tight, the MultiSync LCD1880SX's main use is for navigation. Paper charts are digitized on the display with information coming from a global positioning system (GPS), and users can keep track of maintenance records on a log. The GPS, depth finder, radar and other navigational systems are fed into the laptop, which is connected to the LCD monitor and sits behind the draw. Using the navigation software, the LCD screen displays the exact location of the vessel and the current surrounding surface and underwater areas. Also, using the system's way points, sailors can choose a mark and the boat will steer to a chosen point, or a route can be created if multiple points are chosen.

Standard PC applications such as word processing, spreadsheets, Internet browsing and email also are available to users.

For the 75-foot Fleming, the MultiSync LCD1880SX is available as an option for installation in the master stateroom and office in addition to the pilot house. Users can utilize all of the same applications available to them in the pilot house, including the navigation program, as well as watch DVD movies or TV via a satellite.

The MultiSync LCD1550X is used for navigation on the yachts' bridge, which is located outdoors on the roof. The smaller display is used in this location as the console does not provide as much space in width. The monitor and other circuitry are protected from harsh weather conditions due to the console's ability to be hydraulically raised up or down.

With the large amount of uses on Burr Yacht's boats, it is clear that NEC LCD monitors play a vital role in its customers' travels. Their reliability helps users rest easy knowing that they will always be able to know their whereabouts and get to where they need to go. Their performance allows them to view their navigation software and other applications with the utmost clarity at day or night, while delivering eye-pleasing comfort throughout the boat.

If the past few years are any indication, the relationship between Burr Yacht and NEC Display Solutions will continue to grow as each company focuses on further innovating its products.



NEC Display Solutions LCD monitors have applications in various locations aboard Fleming yachts. The MultiSync LCD1550X is used outdoors on the bridge (left), while the MultiSync LCD1880SX can be found in the office and stateroom (right).

* As of April, 1, 2005, NEC Display Solutions of America, Inc. became the new name for the company previously known as NEC-Mitsubishi Electronics Display. This change came as a result of the company becoming a wholly-owned subsidiary of NEC Corporation.

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