



## Bid on the City Utilizes Hitachi 3LCD Projectors To Create Dynamic Real Estate Property Displays

New York City based real estate agency Bid on the City hired CitiNet Consulting to install and maintain two Hitachi **CP-X809** 3LCD projectors at its 5th Avenue bidding center location. Bid on the City utilizes video technology to distinguish itself in a challenging economic climate.

### OPPORTUNITY

Real estate firm needed to distinguish itself in a challenging economic climate.

### HITACHI SOLUTION

Two Hitachi CP-X809 3LCD projectors—one display property in the storefront window and one display property in the back of the office during live auctions.

### RESULT

Bid on the City has drawn countless passers-by into its storefront location, including a gentleman who is now opening a Moscow branch of Bid on the City.

*“We found the Hitachi projector to be the ideal solution because of its brightness and reliability at a very low price.”*

*—Kirill Bezrodnykh, CitiNet Consulting*

### For Product & Sales info:

Tel: 1-800-225-1794  
[www.hitachi-america.com/digitalmedia](http://www.hitachi-america.com/digitalmedia)

Bid on the City is a real estate trading platform that offers online and in-person bidding on residential and commercial properties worldwide. Bid on the City presents a level of transparency for buyers and sellers not currently offered through traditional real estate brokerage companies. Properties are sold 30 days after being listed with buyers bidding in real time on Bid on the City’s platform, negotiating the best possible price. Bidding occurs simultaneously online and in person at the bidding center. The bidding is streamed live globally via the Internet.

CitiNet Consulting set up a podium and a ceiling-mounted Hitachi **CP-X809** projector, displaying properties on a Da-Lite HC Da-Mat Tensioned Contour Electrol screen 14 feet from the projector in the main room at the bidding center. A ceiling-mounted CP-X809 projector emits 5,000 lumen images behind a 40.25” x 53.75” Da-Lite Halo screen at the front window of the Bid on the City store location, creating a large and continuously changing display of Bid on the City’s properties.

Almost immediately, the front window display had a positive impact on Bid on the City’s business. “One of our goals is to ultimately have BOTC branches across the world, building a truly global brand,” Mr. Villani added. “Within a week of the installation, we had a gentleman come in off the street after viewing the display, and now he is opening a Moscow branch of BOTC. Recently, we notice people walking into the store because of the display everyday—people that might otherwise walk right by.”

