

# Case Study

# Happy Horizon

Cutting-edge displays designed for home & office professionals.



Happy Horizon is a digital agency offering services like branding and online marketing. They sought for low-cost, energy-efficient solutions, as well as large screens that would allow them to multitask across multiple windows.



## Fast facts



**Client**  
Happy Horizon



**Location**  
Vrijstraat 9C/D, 5611 AT Eindhoven, Netherlands



**Contact**  
Happy Horizon  
erikgrufman@happyhorizon.com



**Products**  
346P1CRH and 346B1C



## Issue to be resolved

Happy Horizon, renowned for their proficiency in critical thinking, analysis, creativity, digital services, and technology, undertook the task of delivering an impartial assessment of the integration of Philips smart monitors into their technological infrastructure. This endeavor included a meticulous review of their current IT configuration, an in-depth analysis of the potential advantages presented by the technology, and a thorough financial evaluation to delineate the attainable costs and savings.

The identified issues to be addressed included ensuring a reliable power supply for desk work, maintaining a consistent appearance throughout the office, promoting efficient multitasking with a large screen, eliminating excess cables, emphasizing wired internet usage over WiFi for personnel, transitioning from two screens to one for improved ergonomic practices with height adjustment capabilities, reducing energy costs where possible, and optimizing expenses related to hardware and peripherals.

## Main Focus



### Single Large Screen:

Philips Monitors offers a diverse range of business monitors, spanning from 16 inches to 49 inches in size. The Ultra Wide and Super Wide monitors present a unique advantage by consolidating the functionality of two screens into a single, larger screen. This feature not only optimizes workspace utilization but also enhances efficiency by providing a broader and more seamless display area for users.



### Direct cost and energy savings:

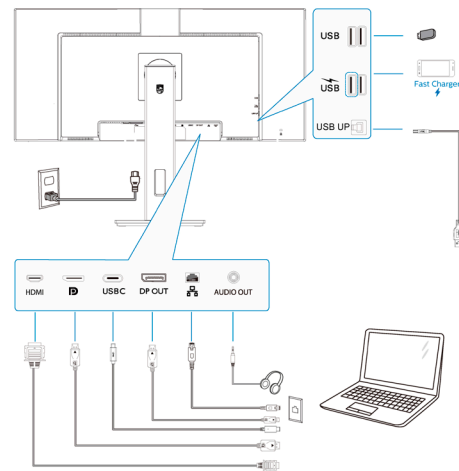
Philips' Smart displays significantly decrease energy usage by as much as 80%, thanks to the innovative PowerSensor technology. This technology automatically adjusts the monitor's brightness and minimizes energy consumption whenever the user is not present. Additionally, Philips' integrated docking solution allows users to directly connect all devices to the monitor, resulting in the production of fewer cables, peripherals, and a very clean working environment with uniformity.



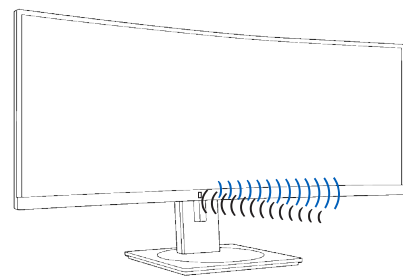
### Human well-being:

During extended work hours, home and office professionals require ergonomic features to ensure a more comfortable working experience. Philips Monitors addresses this need by offering height-adjustable stands, allowing users to customize the height according to their preferences. This not only contributes to enhanced comfort but also supports better ergonomics by promoting an optimal eye level, ultimately creating a more pleasant and user-friendly workspace.

### Docking



### PowerSensor



For more info on the PowerSensor, [click here](#) and scroll to page 23.



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“The widescreens of Philips that we use are affordable and give us all the functionalities we need. Internet, display, charging and USB-peripherals, all being offered from one single device.”

- Erik Grufman, IT Manager

“We have found working with curved monitors to be an absolute game-changer for our company. These monitors offer a one-stop solution. The ability to consolidate multiple functionalities into a single screen simplifies our workspace. With the added convenience of laptop charging, we no longer need to search for outlets or worry about battery life. Moreover, the clean and elegant design of these monitors eliminates the need for multiple screens and additional accessories, creating a tidy and visually appealing workspace.

The integrated camera ensures high-quality video conferencing, making remote communication effortless. In a nutshell, curved monitors are a smart investment for businesses seeking a more efficient and streamlined work environment.”

- Manon Bouwman, Operational Manager

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## Technical Challenge

Happy Horizon found themselves in a situation where a significant number of the recently purchased laptops were being equipped with USB-C ports. This prompted the need for them to consider new hardware compatible with these ports. As a result, they had to invest in USB-C hubs that included HDMI ports, facilitating the connection of HDMI screens. They had to think about bundling the right cables and ordering the right lengths to avoid complications for their new work environment.

## Action Taken

After considering Happy Horizon's story, Philips Monitors provided the built-in docking station that includes a single USB-C cable that can eliminate all of the excess cables that might be a hassle. Also, the deliberate shift with one large screen and fewer peripherals, not only enhances workspace flexibility but also reflects a judicious balance between functionality and cost efficiency.

That is where convenience comes around. The overall satisfaction has grown with the new work environment and Philips Monitors was happy that they can provide the right solution to Happy Horizon.

## Business Outcome

As anticipated with Philips Monitors' technology, Happy Horizon experienced evident cost savings and overall benefits. Following their purchase, Philips Monitors extended comprehensive support to facilitate their team in smoothly integrating the new monitors.

The innovative technology offered by Philips Monitors not only allows for cost and energy savings but also presents an efficient and essential solution to streamline business workflows.