

# INTEGRATE NEW COLORS, A NEW FINISH AND LIGHTING EFFECTS TO THE DASH KIT



**CLIENT:** SEMINOLE MARINE

**INDUSTRY:** MARINE

**PROCESS:** TEXTURED PATTERN - BACKLIGHTING

**SOLUTION:** DASH PANEL - BACKLIGHTING

## OBJECTIVE

Develop cost effective parts that will change the look of the helm and add perceived value.

## CHALLENGE

The main challenge was to develop a concept that would not only improve the look of the helm, but that would also blend well with the rest of the boat's interior. Also, we had to develop a lighting system that would be bright enough, that had great diffusion and no hotspots. The part of the dash kit where the fish head is located was a real challenge.

## SOLUTION

We decided to use neutral colors and a two-toned approach to blend in with the rest of the boat. We also used texture, which allowed us to add depth and richness to the console board. We did not add any other color because we wanted to keep a classic theme, which is a good fit for a center console board. Then, we had to innovate and create a custom lighting system to achieve the intended lighting effect. BCH Image, along with their graphic designers and their research and development team, was able to develop a dash kit that included these two significant changes: a new look for the helm and an integrated lighting effect.