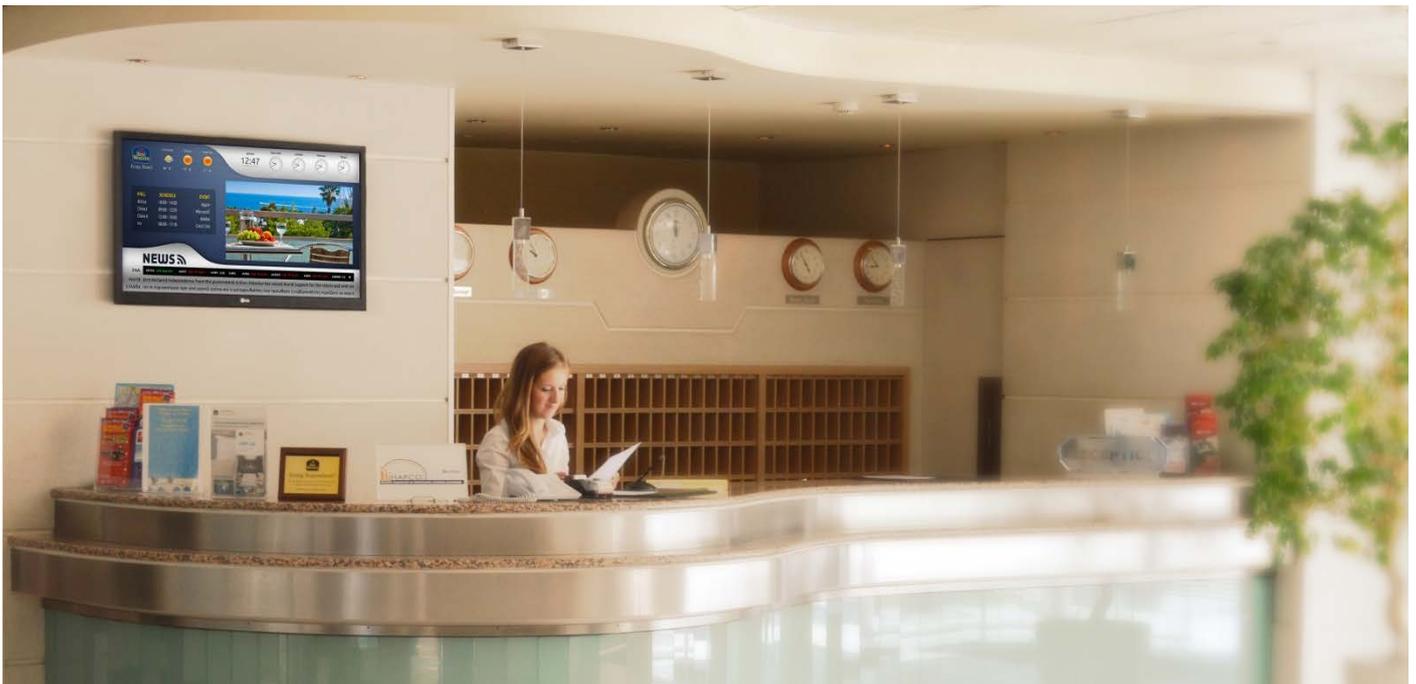


Digital Signage Systems in a Hotel



Best Western Fenix Hotel: InfoChannels & Information Displays



The client

The hotel BEST WESTERN FENIX is a member of one of the largest global hotel chains, and one of the best hotels in the area of Glyfada. It has 128 rooms and 6 suites equipped with high standard amenities.

The hotel is recognized for its sophisticated hospitality and its capacity to satisfy both leisure and business travelers.



The scope of the project

The hotel's management was looking for a reliable digital signage and communication solution for the reception area and the room TV sets. The goal was to efficiently attract the guests' interest by displaying informational and entertaining messages while promoting the hotel's services and amenities for cross selling and prestige purposes.

Panel TV approach

The solution that Panel TV recommended was a Digital Signage system platform with on-line Players/Servers. The system offers to its operators the ability to manage the content displayed on the screens easily and without special technical skills. Any content change or update can be performed whenever required, remotely, over the web, and from any computer, tablet or smart phone browser without the need of installing any software.

Panel TV equipped the hotel with a Welcome Screen System at the reception area, and multiple on-line "InfoChannels" for the hotel's TVs, accessible throughout the hotel at a high Full HD quality.

Case Study # Best Western Fenix Hotel

The guests may now enjoy fruitful information during their stay and familiarize themselves with the hotel's facilities.



A welcome screen at the reception area, provides information concerning the events in the hotel's conference halls, along with weather forecast, Greek and world news. It also gives the ability to the administrator to promote the hotel's services and facilities.

With the "InfoChannels", the room's TV sets can now display any "special" message (free WiFi passwords, programs of hosted events etc.), promote hotel services and special offers on schedule or on an ad-hoc basis.

Furthermore, the centralized "InfoChannels" system enables the "live stream" of the events that take place in the hotel's premises, to every room, or to a group of rooms.

Although it's an easy system to use, Panel TV experts trained the hotel personnel for the "day to day" operations and further customization capabilities.

The creative department of Panel TV worked in close collaboration with the hotel's personnel to design an attractive and effective digital content framework that respects the hotel's communication standards.

"Starting with the project design and the system's provision, to preparing the content and receiving technical support, the Panel TV team met and exceeded my expectations! Everything went smoothly and without any surprises and I have no reservations in cooperating with them In the near future on other projects."

Comments Kostas Koukoulis, Managing Director of Best Western Hotel Fenix

All information and messages displayed can be easily updated by the hotel's management department and scheduled on an hourly or seasonal basis even in advance.

The benefits

The result was impressive and conforming with the high standards of Best Western Fenix Hotel.

Hotel's services and informative messages are displayed, along with forthcoming events, weddings, conferences and useful information of general interest. The new digital medium fitted perfectly with the aesthetics and style of the hotel.



About Panel TV

Panel TV excels in developing, supplying, supporting and operating Dynamic Digital Media communication, Interactivity and Digital Signage solutions. The Panel TV team stands out with a 15 years proven experience in digital visualization, dynamic media design, deployment and media systems operation, in-house content creation and programming.

Panel TV is a one-stop DOOH supplier of equipment, services and turn-key projects in its field. Its long standing partnerships with key equipment manufacturers and boutique platform providers, secure the provision of advancing technology features for effective digital communication at a low total cost of operation.

PANELTV

48 El. Venizelou (Thiseos) Str
GR - 17676 Kallithea, Athens, Greece
Tel: +30 210 9017 620
Fax: +30 210 9017 606
Email: contact@mypaneltv.com
Website: www.mypaneltv.com