



# SIGNAGE THROUGHOUT THE HOTEL



Customised displays have the potential to transform every aspect of guests' experiences by offering content suited to each moment's need.

## How to enhance hospitality through signage solutions

A hotel guest wakes up surrounded by screens. There's a TV in front of her, a phone mummified somewhere in the bedsheets, a laptop on the desk and a huge window concealed on the far wall. How does she check the weather to see what she should wear to go exploring? The window is her last choice. Today's travellers orient themselves with displays, and they want hotels to help them do that.

When this traveller arrived late the night before, she checked in on a touchscreen, tweeted at the undulating Twitter wall, got site-seeing ideas from lobby displays, followed the digital wayfinding signs to her room and got a glimpse of the restaurant's specialities in the elevator. Finally, she fell asleep to her favourite YouTube channel.

A full suite of customised display tools can guide this guest along every stage of her visit. These products include organic light-emitting diode (OLED) hotel televisions for luxury suites, desktop IPS monitors for front desks and back offices, professional displays such as video walls

for common areas, bright weatherproof displays for outdoor areas, and software platforms designed to meet every hotel need.

### The heart of the room

The biggest change of the last few years is in the TV's most traditional role: streaming content. While the hotel used to be able to offer a selection of channels, programmes and films that exceeded the basic channels or cable offerings of most living rooms, guests now arrive with all the portable wonders of internet streaming. This creates a unique challenge for hotels to meet.

Guests' opinion of even the best-designed hotel room will suffer if its digital interface isn't just as well-designed. At the same time, however, hoteliers need more than just the best consumer TVs to offer guests in-room entertainment and customised hospitality functions. Consumer products' security may not always meet the rigorous standards required by the hotel industry. And even the latest consumer smart TVs can't be customised to deliver a hotel's branded messaging.

Fortunately, LG hospitality TVs and content platforms protect against safety and security concerns while allowing hoteliers to customise user interfaces and content streams to meet their specific needs. LG's end-to-end digital encryption and rights management system,

Pro:Idiom, is a secure way to receive and deliver all types of premium HD content. The Smart Share feature makes it easy for guests to connect personal devices to the TV and access their photos, music and movies. LG's Pro:Centric Direct platform makes in-room TVs intuitive to use, so guests can easily toggle amongst broadcast TV, streaming services, external devices and today's most popular entertainment providers.

Hotel TVs have developed another role, however, as a digital concierge. A remote content management platform, like LG Pro:Centric Direct, allows individual customisation. When guests step into their suites, they can be welcomed with a personalised message that leads them to an interface expressing the hotel's identity and individuality. It can incorporate site-specific apps and electronic billboards that display hotel amenities such as restaurants, bars, fitness and business centres, as well as information about the weather and the local area. Guests can even order room service or contact the human concierge through the TV.

Controlled from a single, compact server within the hotel, the platform creates further savings in advertising, branding, staffing and other associated costs.

### Opportunities all over the building

A hotel is far more than its suites, and applications for high-quality displays and visual platforms extend across all of it.

Restaurants are a primary beneficiary. Short of wafting cooking smells through the property, there's no better way to coax guests to restaurants than mouth-watering images of what the chefs are offering. The rich colours and impeccable resolutions of LG displays are perfect for well-taken food shots, whether on interactive menus or monitors in lobbies, corridors and lounges.

The most important benefit of digital signage is the responsiveness that lets hoteliers ensure relevant content. Smart scheduling and content timetable functionalities ensure displays meet the hotel's ever-changing priorities. Digital displays such as menus can be configured to update according to the time of day, available deals and upcoming events. Multichannel distribution allows different programming to run concurrently. Screens in different areas can be controlled and coordinated from one central location. This not only makes it convenient to get the right information to the right place at precisely the right time but it's also priceless if there's a problem. Alerts are transmitted within seconds, allowing a quick reaction to faults affecting even the most difficult-to-access signs.

Digital signage software allows hoteliers to effortlessly mix live programming like news or sports with targeted promotions. One display could even combine the functionality of a menu and the intelligence of a news feed with live entertainment like an international football match. Guests can order and stay informed without ever taking their eyes off the game.

### Large displays in common areas

Restaurants, however, are only the beginning. Many areas of the hotel benefit from the addition of an eye-catching display. For example, a number of guests will balance out their food and drink at the fitness centre. Customised content can turn any exercise room into a personalised, high-tech workout experience. LG video walls marry state-of-the-art video and flexible space. Add in compelling third-party content and a guest's workout is elevated by a variety of challenging, interactive exercise experiences.

The lobby is another prime area for video walls. LG's latest displays are two-sided and thin enough to be designed in specifically curved form factors that meet almost any design. They can bring new types of interactive art and targeted marketing into hotel lobbies. In emergency situations, they can even coordinate responses and advise guests on how to evacuate.

TVs have long made hotels feel like homes away from home. Now, displays are an important amenity for guests and tool for operators.

