



Vertical View **Hospitality**

Grand Hyatt New York Brings High-Definition to Hospitality

Luxury hotel provider enhances customer service with facility-wide network of digital signage

Customer Overview

The Grand Hyatt New York is located in the fashionable East Side of midtown Manhattan. It is only steps away from the city's top attractions, Grand Central Terminal, Times Square, Broadway theaters, Central Park and Fifth Avenue's world-class shopping and an array of global corporate headquarters. The hotel boasts luxurious accommodations, outstanding dining and catering services, beautiful guestrooms and newly renovated event spaces. It is the hotel's goal to provide their guests with a truly world-class hospitality experience. With their broad range of service offerings and prime downtown location, they have undoubtedly secured their position as one of Manhattan's premier hotel destinations.

Project Scope

The Grand Hyatt New York's facility accommodates both business and leisure travelers with a total of 1,300 guest rooms and 55,000 square feet of event space. The event space, which recently underwent extensive renovations, is used to host a number of conferences, meetings and corporate events. Given the high volume of traffic, the hotel sought a solution that would simplify facility navigation while improving the overall hospitality experience for their guests. To help them achieve their goals, they turned to system integrator AVT Communiqué, an expert in digital signage for hotels.

To be successful, the new signage had to address a variety of technical requirements as well as integrate with the multiuse spaces. The hotel wanted to be able to display unique content on specific screens in a timely and efficient manner. This content ranged from meeting room schedules and wayfinding, to advertisements and corporate branding. After careful evaluation and on the advice of AVT Communiqué, the Grand Hyatt New York selected Omnivex as their digital signage software provider. In addition to its advanced graphical capabilities, Omnivex software can easily interface with the data in the hotel's existing scheduling system, Daylight,



Photos courtesy of Omnivex

and subsequently automate the process of updating the content being displayed on the digital signage throughout the hotel.

Solution

The entire hotel has been equipped with 40inch LCD screens at high traffic areas to help guests navigate the facility, provide them with information and promote the Hyatt brand. Content includes real-time news and weather, in-house services, conference details, event scheduling and wayfinding. The screens also provide an excellent medium for Hyatt specific advertising content; no external content that is unrelated to the Hyatt and its services is displayed on the screens. The hotel solely promotes in-house restaurants and services, as well as the Hyatt Gold Passport membership program. The goal was to keep the advertising specific to Hyatt service offerings and avoid saturating visitors with un-



necessary or irrelevant promotional content.

Omnivex provided the Grand Hyatt New York with an easy to use system that gave them all of the functionality they required with minimal additional effort to manage the digital signage. Omnivex software offers the ability to make manual changes at the user's discretion but also makes automation simple, which is particularly useful if there is an existing system (such as the Daylight scheduling system the hotel was using) already in place. The Grand Hyatt has made excellent use of automation in order to minimize manpower and drive efficiency.

Unique content is delivered to screens throughout the building based on the relevancy of that automation at a particular location. For instance, one player PC is connected to an in-house channel that supplies content for every guest room in the hotel. This functionality provides a high degree of scheduling flexibility and content customization. The entire digital signage system is managed remotely by the systems integrator while staff at the Grand Hyatt NY can add or make changes to content by way of advanced user permissioning built into the solution.

An important factor in the installation of the screens was that the hotel wanted them to become part of the environment, so that the signage would complement the look and feel of the establishment. The majority of screens located throughout the facility are contained in custom enclosures, which are built to integrate into the architecture and existing décor of the



hotel. For instance, large vertical LCD screens, built into custom monoliths, are positioned in highly visible locations and are used to display wayfinding, real-time news, weather updates, conference schedules and event intimation, corporate branding and other hotel messaging. On the Executive Suite Level at the hotel, screens showcase upcoming meetings and events as well as detailed instructions about how to get there.

On the Conference Level, four 40-inch LCD display matrixes were incorporated into the recently completed renovations. The screens, which are suspended over the main floor, provide a variety of informa-

Read it, Anytime, Anywhere.

Free iPhone or iPad "App" with direct link to Signage Solutions magazine digital issues.

From iPhone or iPad browser, type in the link below with access code #1057

www.swatchpix.com/ssm

The advertisement features a stack of 'Signage Solutions' magazines. The top magazine cover is dated September/October 2012 and has a grid of small images. In front of the stack is a tablet displaying the magazine's digital version with the headline 'THE Power of Being Social' and 'Why Digital Signage and Social Media are Perfect for Each Other'. To the right of the tablet is a smartphone also displaying the magazine's content.

five content, such as intimation about in-house restaurants, hotel services, promotions and facility navigation. By making the hotel floor plan clearly visible to guests, the screens help to guide them to their desired meeting rooms quickly and easily.

Additionally, Omnivex software is used to manage real time meeting room scheduling displayed on screens located outside of each meeting and conference room. There are approximately twenty 15-inch LCD panels showcasing meeting room content throughout the Grand Hyatt NY. Omnivex software automatically pulls this information directly from the hotel's existing schedules that they use to manage the meeting room bookings. This functionality adds a high degree of relevance to the content being displayed, making it more useful for hotel guests.

"The guest experience is our top priority and the digital signage system puts Grand Hyatt New York a notch above competing luxury hotels," says Thomas Beatty, senior director of convention services for the Grand Hyatt New York. "This technology helps our facilities stand out as exceptional."

Results

The Grand Hyatt New York has succeeded in providing their guests with an improved customer experience, by implementing the latest in digital signage technology. Now, managing content, posting changes and informing visitors is simple and efficient and requires little additional labor on the part of staff. Given the success of the initial digital signage installation, there is discussion about expanding the network and exploring new ways that the signage can be utilized.

This deployment represents a stepping stone in exploring the many applications of digital signage of the Grand Hyatt New York. Guest communications have improved significantly since the installation of the system, but there are still other avenues for digital signage within the hotel that show promise. "The Omnivex powered digital signage system has been running at the Grand Hyatt New York for over two years now with impressive results," says David Alter, Director of Engineering & Project Management for AVT Communiqué, which oversees the system. He continued, "Omnivex gives us the capability to stretch functionality in new ways and provide great value to guests at the hotel." Digital signage in the hospitality sector is growing in popularity, mainly for its ability to provide guests with an improved customer experience.

Competition amongst the hospital-

ity industry is high, so hotels are looking for ways to set themselves apart. "While the Grand Hyatt is starting off with enhancing the guest experience, digital signage software will eventually be used by hotels and other hospitality sectors to help their staff and suppliers make decisions," forecasts Collard. "Internal operations can be made more efficient when intelligent content is used to help link information with the people who need it. For example, screens placed on the carts of the housekeeping staff can provide them with real-time information about which rooms are booked, cleaned or occupied, which can reduce business operations costs significantly." **SSM**

REAL PROTECTION
for real world applications...

Transportation **Stadiums/Arenas** **Parks/Resorts**

...Requires **Proven Enclosure Experience**

viewstation
by ITS ENCLOSURES

SCAN ME! >>

Extreme weather, vandals, dust and water are all out to damage your valuable digital signage. Fortunately, the **viewstation** line of enclosure products provides that often overlooked protection to combat these threats.

When it comes to LCD display protection, **viewstation** has proven field experience. Whether your displays are indoor, outdoor, single or double, **viewstation** has a solution to give you peace of mind. Please visit our photo gallery for real-world applications at viewstation.com/gallery.

Call **1.800.423.9911** for a free brochure or visit www.viewstation.com for details