

## Hyatt Regency — Chicago

### Effective Communication to Guests

### Elegant, Pleasing addition to Hotel Decor

#### Story at a Glance

**HYATT**<sup>®</sup>

**Customer Name**  
Hyatt Regency

**Industry Sector**  
Hospitality

**Location**  
Chicago, Illinois (USA)

**Application**  
Guest communications, Facility  
Navigation, Brand Advertising,  
and In-room Television System  
using NEC LCD displays

**Omnivex Solution**  
Omnivex Display  
Content Assembly, Scheduling  
and Delivery

**Omnivex Control**  
Networked RS232 Device Control  
and Monitoring

**Omnivex DataPipe**  
Data and Instant Message  
Distribution

**Omnivex RFID Link**  
RFID Interface

**Omnivex SQLLink**  
ODBC Database Queries

 

#### Customer Overview

Each day, thousands of guests visit Hyatt Regency Chicago for conferences, events and meetings. Due to the high-traffic volume, traditional means of directional information, such as easels and printed signs, were not providing timely updates as information changed, and they also caused clutter. The Hyatt chose to integrate a full digital-signage, way-finding solution to better meet the needs of hotel visitors.

Not only are the NEC LCD displays and Omnivex Digital Signage Software functional and beneficial to hotel guests, but they also provide an elegantly pleasing addition to the hotel décor. The display's sleek frame and the screen quality enable an extremely high-colour scheme, which allows images on the display to match each location within the hotel. The displays look great and serve a useful purpose.

“Our goals for implementing this system have been fully achieved,” said Patrick Donnelly, General Manager of Hyatt Regency Chicago. “In addition to providing a valuable service, we wanted to impress our guests and clients with the technological capabilities of the system, providing them streamlined information, captivating motion graphics and demonstrating how the hotel is technologically ahead of our competition.”



#### Project Scope

To provide a dynamic signage and way-finding solution for Hyatt Regency Chicago. The installation included 40" NEC MultiSync LDC4010 and 32" NEC MultiSync LCD3210 displays to cover the public areas and 228,000 sq. feet of meeting space at the Hyatt.

#### Omnivex Solution

The combination of NEC LCD displays and Omnivex Digital Signage Software eliminates or decreases the need for guests to read printed signs or consult hotel management for directions to their meeting rooms. The solution can also display real-time traffic, forecasted weather, or up-to-the-minute flight status. The Omnivex Software customizes all the content based on time of day, location, client requests and even has the capability to direct individual meeting attendees to the proper meeting room utilizing RFID technology.

#### Results

NEC's large-screen LCDs are specifically designed for unique and demanding applications such as the Hyatt's. The commercial-grade panels bring together best-in-class computing monitor technology, with cutting-edge video display technology, to deliver an unsurpassed viewing experience no matter the content, input or environment.

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