

PHILIPS

Professional
Display Solutions

Case study Hospitality

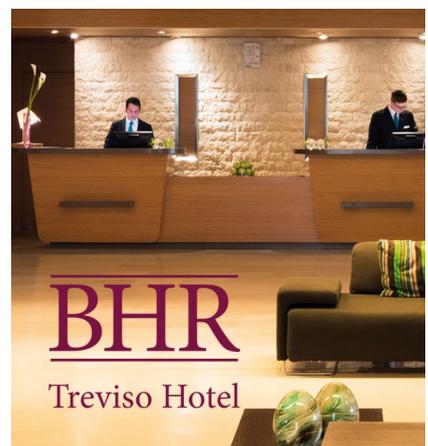


Best Western Premier BHR Treviso Hotel
adds premium touch of entertainment
with Philips Professional Display Solutions

“

Philips is a first-rate player in the hospitality industry, with impressive product quality and an easy to use CMND platform.”

Luca Pizzolato, Deputy Manager of BHR Treviso Hotel



Background

Located at the historic gates of Treviso, the Best Western Premier BHR Treviso Hotel brings four-star luxury to both pleasure seekers and business travellers. With an aim to surprise and delight each and every guest, every space in the hotel has been masterfully crafted with warmth and elegance. Boasting 133 rooms, an impressive events and meetings hall, as well as a wellness and fitness centre, guests from all around the world can rest assured that their every need will be met in a picturesque surrounding.

Challenge

Honouring its Premier status, the Best Western Premier BHR Treviso Hotel prides itself for a notably refined travel experience. Designed for worldwide travellers seeking superior accommodation, exceptional service and first-rate amenities, guests expect nothing less than luxury at the highest degree. With in-room features in the spotlight, the hotel needed a future-proof technological upgrade to offer its guests an entertainment experience that truly matches its premium level of comfort.



Solution

Kemcomm S.R.L. teamed up with Philips Professional Display Solutions for a complete entertainment upgrade of the Best Western Premier BHR Treviso Hotel. In this project, the hotel's entire TV infrastructure and displays were upgraded to match the hotel's Premier service level. The old system was replaced with an interactive TV system with high performance features and 140 MediaSuite displays. As well as offering guests with advanced entertainment options, the new system was also designed to reduce management costs, increase revenue through promotional content and to offer guests extra touches of convenience such as an integrated on-screen digital clock option and healthcare remote control.



Benefits

Easy content updates: Custom content creation and publishing is quick and easy using the CMND & Create tool. With this powerful application, hotel staff can push new promotions to upsell and cross sell products, as well as pushing events, city information and personalised messages to any TV within the hotel.

Intuitive installation: Kemcomm simplified the entire system with their intuitive design that was custom made to improve functionality and usage for both hotel staff and guests.

Remote upgrades: Kemcomm can send software updates remotely to ensure each device is running smoothly with the latest UI and stability features. Software upgrades are instant, and can be directed to the entire fleet or selected sectors.

Android: Further enriching the selection of interactive services, built-in Android opens up an exciting world of possibilities. New apps, content and games are easily accessible through an intuitive menu that's designed to cater for every guest.

Quick analytics: Integrating content and innovative technologies, hotel staff can develop strategies more effectively using analytical tools to determine which promotions worked best.

Fast facts



Client

Best Western Premier
BHR Treviso Hotel



Location

Veneto, Italy



Project

Hotel TV renewal
with centralized
management via IP
and CMND platform
installation for display control
and content creation



Products

Philips 43HFL5011T/12
MediaSuite displays
(121 units), 49HFL5011T/12
(17 units), 55HFL5011T/12
(2 units)



Partners

Kemcomm S.R.L.

