

Signage



100% Hospitality Signage

Digital Signage is the most powerful way to publish information and promote services in a highly targeted way utilizing state-of-the-art multimedia technologies. High Definition displays are placed in key hotel public areas: reception and lobby, conference halls, restaurants or recreation facilities. By using high quality videos, images, presentations, live feeds or any other content, you inform your guests and visitors promoting in parallel your services with targeted multimedia messages at the proper place and time.

Reception View

Conference View

Lobby View

Restaurant View

Sports View

Facility View

Art View

Discover HOTstream™ Signage

Time and date
World clock
News
Weather
Currency exchange
Public transportation
Airport flight information



Floor plan
Signs and directions
Ticker
Live TV
Room type and tariffs
Conference and events
Promotions and advertisements

Rich content. Choose freely the proper content type for your signage messages: videos, images, text, RSS feeds, flash, presentation, High Definition videos, live channels and much more are at your disposal to create rich multimedia messages.

Live information components. Select among the many available components to provide real time updated information to your guests such as weather, news, time, flights and much more.

User defined templates. Use one of the many pre-configured templates or design your own with the graphic template editor.

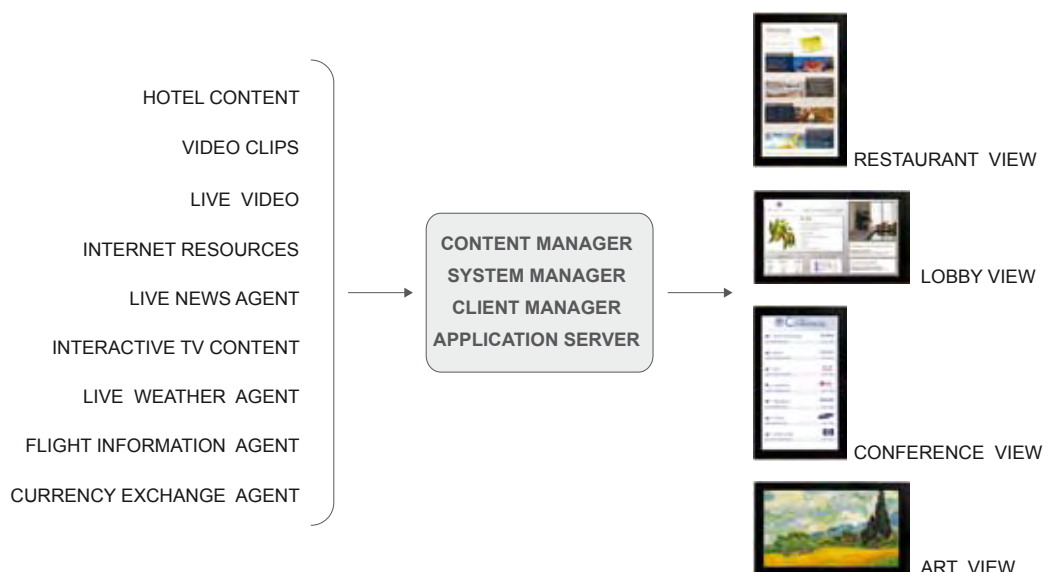
Central management. Displays can be grouped or addressed individually, helping your marketing department to plan and design the overall signage network.

Display scheduling. Schedule by date and time the templates and content play-lists displayed on each monitor.

Combine with HOTstream™ Interactive TV

HOTstream Signage is offered as stand-alone or as part of HOTstream Interactive TV. As HOTstream Signage is hosted at the same servers with the rest of HOTstream solutions (Interactive TV, IPTV, Internet), the incremental cost is reduced. In parallel, due to the tight integration among all HOTstream solutions, HOTstream

signage information can also be delivered across hotel's in-room TVs and internet access portal, increasing the number of points available to promote your services. This way, apart from the monitors in public areas, every TV and every guest laptop will be a point to promote and sell your services.



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