

PHILIPS

Professional
Display Solutions

Case study Hospitality



Hotel Østerport completes
its fresh new high-end look
with Philips Professional Displays

“

*Philips CMND is extremely flexible,
allowing us to easily integrate our custom solutions
for the client.”*

Kim Simonsen, Partner, Hospitality Partner



Background

Situated in the centre of Copenhagen, Hotel Østerport offers a perfect blend of Scandinavian design and modern day luxuries for leisure seekers, families and business travellers alike – all at an affordable price. Taking pride in their attentive service, the hotel offers spacious clean rooms and unique delights such as a free smartphone to use with unlimited data and calls, as well as a luggage transportation service. The hotel itself is close to popular sites and attractions such as the Residence of the Royal Family, the Danish National Stadium, and Europe's longest pedestrian shopping street to name just a few.

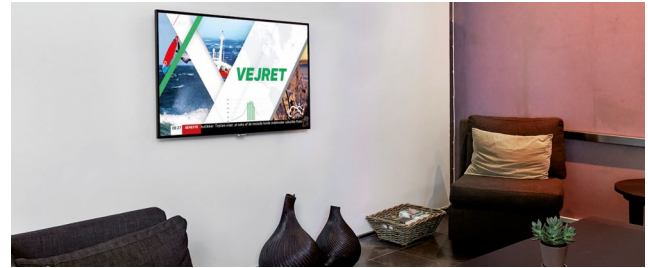
Challenge

Freshly renovated, Hotel Østerport undertook a complete makeover that left no detail unchanged. With brand new rooms, furniture and fittings, the hotel needed a technological upgrade to match its new high-end look. Hotel Østerport also needed to offer its guests a unique proposition to compete against the rise in popularity of app based shared home accommodation options.



Solution

To complete Hotel Østerport's brand new look, service and TV solution experts, Hospitality Partner teamed up with Philips Professional Display Solutions for a full technological upgrade. Hospitality Partner designed and implemented a comprehensive solution, which brought in new TV channels, Wi-Fi connectivity, a Fibre connection and a lock system. All 170 rooms in the hotel were fitted with new 49-inch Philips MediaSuite TVs configured with Chromecast and Android connectivity, allowing guests to stream their own content as they pleased. The CMND info-system was also utilised to give the hotel a premium look by replacing traditional leaflets and flyers with on-screen information about the hotel and its local attractions. Common spaces in the hotel were also upgraded with three larger than life videowalls for added impact.



Benefits

Endless possibilities: Hotel staff can create and push new custom content using the CMND & Create tool. The content-management module of CMND allows for quick and easy creations of promotions, information and personalised final touches for guests.

Remote upgrades: Hospitality Partner can push new software updates remotely to ensure each device is running smoothly with the latest features and stability requirements.

Energy efficient: Low power consumption screens and auto-off features help minimise operating costs for the hotel.

Android: An exciting world of extra possibilities are included in each room thanks to the Android system. New apps, content and games are easily accessible through the custom intuitive menu.

Future-proof: New demands from the hotel can be easily configured and deployed by Hospitality Partner, enabling them to add new features for staff and guests when required via CMND and Control. Furthermore Philips Tv's has *HEVC Tuner in all of their Tv's, which makes them futureproof as HEVC most likely will be deployed within 2020 according to Danish ministry of Culture.

*HEVC= High Efficiency Video Coding and is about double the data compression as Mpeg4

Buy back: Hospitality Partner worked with Hotel Østerport to offer a buy back solution of the old equipment – saving the hotel money and reducing environmental waste.

Fast facts

Client
Hotel Østerport

Location
Copenhagen, Denmark

Project
Total entertainment and connectivity installation

Products
Philips 49HFL5011T (170 units) displays and Q-Line Displays (3 videowall 2x2)

Partners
Hospitality Partner

