

connectvision



Connection is a range of Microsoft Windows based software specifically developed to create powerful visual messaging channels for large organisations to improve employee, brand and customer communication.

Connectvision's range of data centric software has been developed to complement and enhance the effectiveness of existing communication methods by providing powerful visual messaging solutions for flat screen and desktop.

Connectvision has been adopted by many of the UK's leading organisations as a vital messaging platform.

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connectvision created and developed by
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SOFITEL LONDON
Heathrow Terminal 5

Sofitel Heathrow Takes Off with Multimedia Digital Signage

The Sofitel London Heathrow is the UK's premier hotel and conference venue. A great location next to Terminal 5, outstanding hospitality and meeting facilities combined with attention to detail, are what sets the hotel apart. For Sofitel its digital signage had to reflect the hotel's market leading position and brand values, it chose Connectvision multimedia digital signage.

If you were to pick the perfect location for an international hotel and conference centre, the Sofitel London Heathrow would have to be at the top of your list. Practically an extension of Heathrow Terminal 5, the hotel is owned and operated under a franchise agreement with Accor Hospitality.

It has 605 luxury bedrooms and suites, 45 meeting rooms, large conference hall and theatre within a dedicated conference centre. As well as fine dining restaurants, lobby bar, tea salon, coffee and cocktail bars Health Spa, and Gym.

Following similar design principles to the neighbouring Terminal 5, Sofitel London Heathrow is built on the grand scale, with five towering steel and glass atria that create an important sense of space and calm within the busy hotel. Indeed part of the hotel and conference centre is given over to a Zen Garden.

"We decided at the outset to use a mix of hard and digital signage. This would allow us to offer more interactive signage that can be changed in line with hotel and guest requirements. Our selection criteria was that the digital signage should be readily integrated with our conference diary system, be easy-to-use and have excellent support," said Sunny Roda, IT Director, Arora Hotels Ltd.

The Sofitel Heathrow has over 100 LCD screens ranging from small LCDs in hotel's lifts to mid-sized screens outside meeting rooms, in the gym and toilets, to large screens in the Terminal 5 link concourse, conference reception area and meeting areas.

"When we saw a demonstration of Connectvision we realised that our selection criteria was just the tip of the iceberg of the system's capability. Since using the digital signage software we've gone beyond communications to begin exploring revenue generating possibilities with Connectvision," said Raj Shah, Sales and Marketing Director, Sofitel Heathrow.

Connectvision is centrally managed within the hotel's sales and marketing business. Screen content is zoned and scheduled to create a completely integrated communications environment, covering everything from news media through to event scheduling and corporate branding as well as wayfinding.

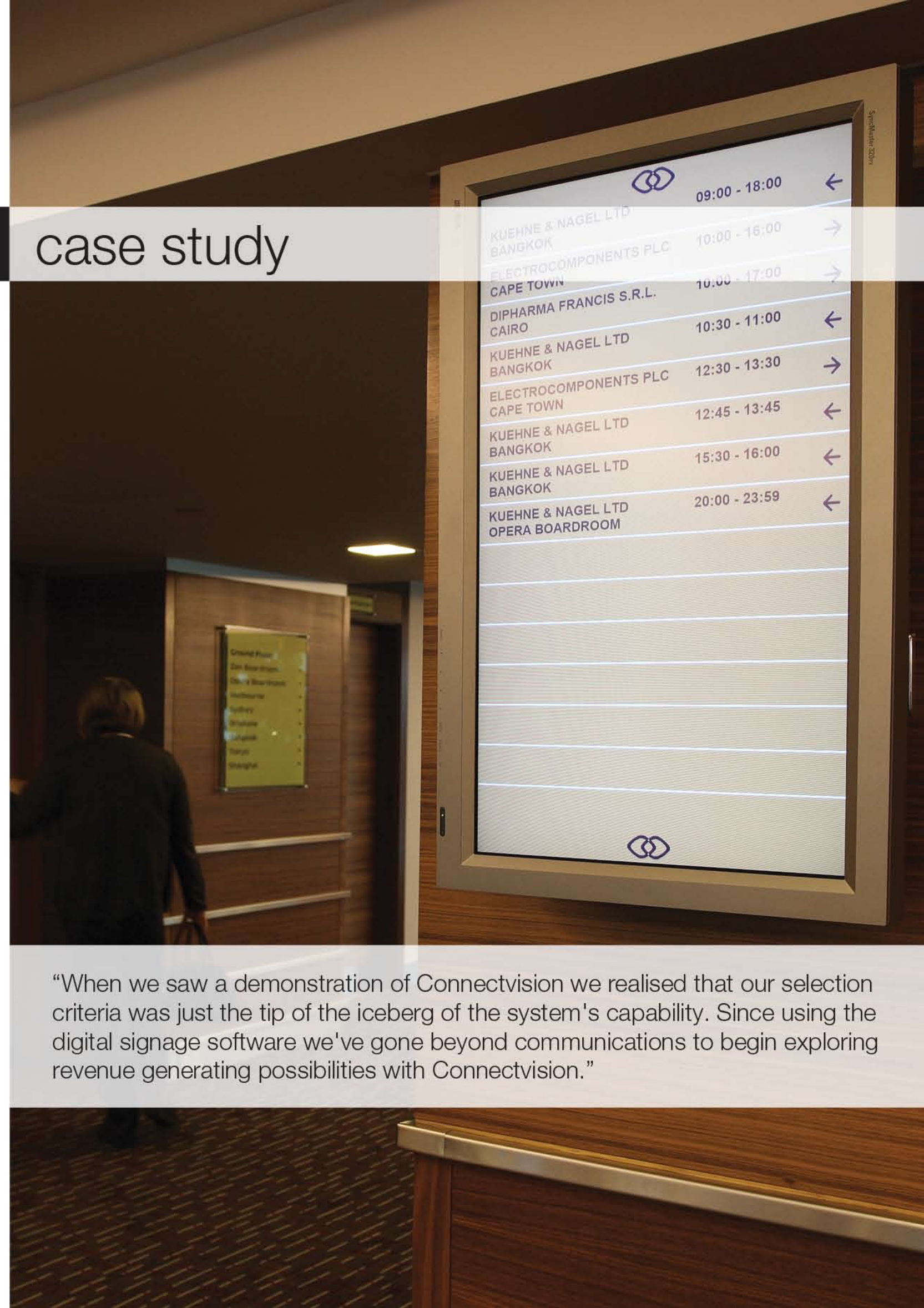
The Sofitel experience begins the minute hotel guests and conference delegates arrive. As they prepare to walk across the link bridge from Terminal 5, conference delegates are welcomed by a Connectvision screen, followed by further screens showing different aspects of the hotel such as the relaxing Spa facility. On entering the hotel's lifts Connectvision screens shows TV news and details of hotel services. Connectvision is fully integrated with the hotel's Delphi Meeting and Events Management System, enabling Sofitel staff to offer companies the opportunity to use Connectvision's scheduling and zoning features to the full. For a large conference where the entire venue is used, Connectvision can be used to create an ambience for the conference which would be impossible without the digital signage.

As delegates enter the conference centre reception they can instantly see details of their meeting and events. Moving into the conference centre they are met by a Connectvision-powered wayfinding screen indicating how they can get to their meeting room. Next to the entrance door for each of the 45 meeting rooms there is a digital screen giving details of the company, meeting topic and start – end times.

Raj Shah again, "Our corporate clients have been delighted with the ability to create a complete conference branding environment by using the screens to show either a single message or multiple messages and visual imagery. We offer them the opportunity to include logos, JPEG images, video clips on the large screens and logos on the smaller meeting room screens."

Behind the scenes, Sofitel has two large LCD screens in the reservation 'back office' and staff restaurant areas to keep staff informed of business developments and upcoming events. Raj Shah is now exploring opportunities for advertising particularly on the link bridge concourse screens as guests leave the hotel they will be able to see advertising for retailers within Terminal 5.

"Connectvision is a fantastic system. We plan to make the screens more interactive by using them to say 'Thank You' for staying at Sofitel, and informative announcements such as 'the clocks go back today' and announcing flight delays as well as for Airport emergencies. "Until now we hadn't seen digital signage as a potential revenue stream but Connectvision makes this possible. In addition to Terminal 5 retailers and BAA, we're also looking at opportunities for our café, shop and restaurant colleagues here at Heathrow and other Sofitel hotels around the world," he said.



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