

PHILIPS

Professional
Display Solutions

Case Study Hospitality

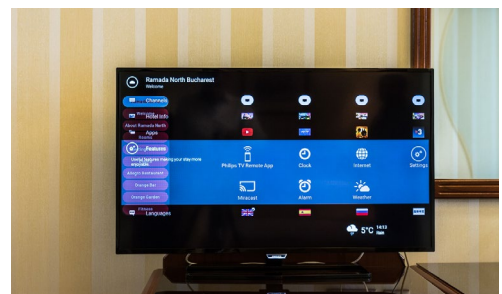


Ramada Hotel & Suites Bucharest North gives guests another touch of luxury with Philips Professional Display Solutions.

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Philips delivered exactly what was needed with high definition displays that have many features and a perfect picture quality.

Stefan Rusu – Manager at RST Impact



RAMADA[®]
WORLDWIDE

Background

Situated in the leafy residential area of Bucharest, Ramada Hotel & Suites Bucharest North has been welcoming guests since 2007. Close to the airport, Herastrau Park and the city centre, this luxury hotel is a popular choice of accommodation for both business and pleasure. With its excellent service in a great and elegant atmosphere, guests can enjoy all the comforts they can ever want. Whether it's relaxing in the warm ambiance of the hotel lounge, unwinding with a drink at the bar, enjoying a Mediterranean inspired meal in the restaurant or putting in some quality time at the fully equipped health and fitness centre, every need is covered. Meetings and conferences at the hotel are also elevated with a plethora of room options to inspire any business requirement.



Fast facts



Client

RST Impact for
Ramada Hotel & Suites
Bucharest North



Project

Interactive platform
for hotel guests and
management



Location

Bucharest, Romania



Products

Philips HFL5011 Series
displays (250 units)

Challenge

Luxurious in every aspect, Ramada Hotel & Suites Bucharest North pampers guests with its soft, comfortable beds, mouth-watering culinary experiences and relaxing lounge settings. With so much attention to detail, the hotel needed a vital upgrade to its fleet of TVs so it could keep up with the rapidly evolving technological advancements of today and tomorrow. Originally fitted with an analogue TV set up, services were limited with small screen displays capable of only showing a handful of channels broadcasted in standard definition picture quality.

Solution

RST Impact teamed up with Philips Professional Display Solutions to help Ramada Hotel & Suites Bucharest North in offering guests an entertainment experience that matched the same quality of luxuries throughout the entire hotel. The outdated displays in each room were replaced with a fleet of 250 high definition IPTV screens. Ranging from 43-inch to 49-inch in size, each screen brings a new world of entertainment to the rooms. With a vibrant picture quality and unlimited possibilities, guests can enjoy more channels than ever before along with a host of other features including apps, gaming and content on demand through its Android interface.

Benefits

Paperless rooms: Local attractions, tourist information and room billing can all be accessed on screen – circumventing the need for papers, brochures and in-room clutter.

Easy content updates: Content can be customised using the CMND & Create tool. With this easy to use application, hotel staff can push new events, promotions and city information instantly to the entire fleet of TVs or to specific rooms.

Remote upgrades: RST Impact 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 infinite possibilities are included in each room thanks to the Android system. New apps, content and games are easily accessible through the intuitive menu. Better still, guests can request gaming pads from reception to play an extensive collection of Android games directly from the screen.

Property Management System integration: Guest room TVs are connected to the hotel's Property Management System for complete control and transparency of costs and hotel information.

