

PRESS RELEASE

Leonardo Hotel Group relies on Macnetix

Berlin, May 18th, 2010 – Modern design and a harmonious colour composition give the historic, representative building near to the Alexanderplatz in Berlin a new touch. The Leonardo hotel group opened its first royal house of the Four-Star-Superior-Category in Germany in the building protected as a historic monument. A successful premiere that was crowned by the tried and tested digital signage system by Macnetix.

„We had a tight time schedule prior to the opening and in Macnetix, we found a partner that was able to guarantee a fast and uncomplicated cooperation“, explains Gabriele Maessen, Hotel Manager of the Leonardo Royal Hotel Berlin. The software company from Berlin is flexible and enjoys a good reputation in the branch. When talking with other colleagues, reports about the easy handling and the good service were frequent.

The employees of the Leonardo Royal were also able to see this for themselves, because the seminar area that encompasses approximately 1.000 square metres was equipped with the digital-signage-program by Macnetix. While 42-inch-screens provide an overview of the current events in front of the festival hall and in the conference lobby, the eight door signs inform about the respective events including logo. „The screens look discreet and elegant and match the rest of the ambience beautifully“, Maessen says enthusiastically.

„The Software editIT/playIT can be operated simply and intuitively, special IT-skills are not necessary“, explains the Director. In addition, it runs very stable and reliable, there haven´t been any downtimes yet. And: It can be expanded. Not all options were exploited yet, in the future, the program is also planned to be used as marketing tool for playing movies and presentations.

„We are very satisfied with it“, says Maessen. Thus, digital signage by Macnetix is now also planned for the new Leonardo Royal Hotel in Munich.