

# Leonardo Royal Hotel, Berlin

Success Stories

MACNETIX

## Initial Situation

The Leonardo Royal Hotel Berlin opened its doors mid-year in 2009 as the first Four-Star-Superior-House of the Leonardo-Group. A historical building close to the Alexanderplatz was redesigned and made

into a contemporary hotel with 346 rooms and an approximately 1.000 square metre large seminar area. A trendy design and warm colour schemes dominate the overall ensemble that was to be completed with innovative technologies.

## Requirements

The new digital signage system of the house was now to be adapted to this ambience. The task was to equip the conference area including the festive hall with a modern digital-signage-system.

In addition, one wanted to have a program that could be easily and intuitively operated and would allow great flexibility. Leonardo Royal also laid great emphasis on good service that would guarantee fast and uncomplicated cooperation between the service provider and the hotel. After all, dif-

ferent files need to be played over the system, and it needs to be centrally administered without requiring founded IT skills.



playIT-control unit

## Result

The seminar area of the Leonardo Royal Hotel Berlin was equipped with editIT/playIT, the digital-signage-program by Macnetix. The approximately 1.000 square metre congress area is decorated with a total of eight door signs and two 42-inch-screens. The large displays can be found in the conference lobby and in front of the festive hall, and show an overview of the current events. The smaller screens display the respective events including the logo. In the future, the program is also used as marketing tool to play image movies and presentations.

All in all the elegant, discreet screens blend well with the surrounding and harmonize wonderfully with the design of the Four-Star-Superior Hotel. At Leonardo, the



Macnetix products have meanwhile been so convincing that the next cooperation has



already been signed. Now also the Leonardo Royal Hotel in Munich will be equipped with the tried and tested technology from Berlin.



## Macnetix

Since 2000 we belong to the companies, which nationally and internationally successfully offer hardware and software solutions in the area of information and advertising.

We implement customer-specific projects

and openly confront new challenges. Among others we have already developed industry solutions for hotels, banks, restaurants, schools, universities, research institutes and energy supply companies.

We are especially distinguished by our professional competence and our satisfied customers.

Sector

Hotel

Digital Signage

**editIT**  **playIT**   
the digital in signage.



**Gabriele Maessen,**  
General  
Manager  
of the  
Leonardo  
Royal Ho-  
tel Berlin:

„We are very satisfied with the Macnetix system. It can be operated easily and runs very stable and reliably.“

