

Mövenpick Hotel Hamburg Wasserturm

Success Stories

MACNETIX

Initial Situation

Opened in 2007, the Mövenpick Hotel Hamburg occupies a former 19th century water tower. In order to conserve the greenery of its park surroundings, the hotel ac-

cess is via an underground passage leading off Sternschanze Street. Guests take moving walkways to arrive at the unusual building which, 45 years after its de-commissioning, has been restored to life as a hotel.

Requirements

The unique architecture of this four-star plus hotel made the installation of a structured guest signage system absolutely essential. In addition, the digital screens had to be seamlessly integrated into the fabric of the protected building, all the while bearing in mind the design specifications of a modern hotel.

The purpose of lobby screens was to welcome visitors and display an overview of any events taking place. Other screens had to be tastefully placed in the bar or in the lifts and

tasked with displaying information on hotel- or group-specific special offers. Finally, digital door signs in the conference area were to replace unsightly printed paper slips. It was important that the system should be as simple as possible and easy to use.



playIT-control unit

Result

Eight 32" screens, 12 digital door signs and three electronic boards give hotel guests the information they need to navigate the historical cross-shaped vaults. The screens are placed in the lobby, in corridors, in the conference zone and in the bar. And thanks to throughput into lifts, screens display information on special offers and events even as one travels from floor to floor.

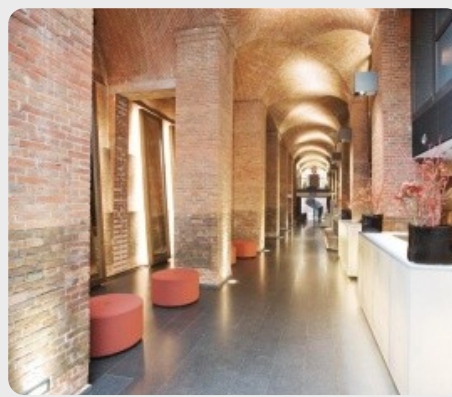
The Macnetix digital signage system, editIT/playIT, affords a clear overview on display panels that fit harmoniously into the framework of the former water tower.

The displays are centrally controlled using Macnetix software, with an automatic data import function that keeps information up-to-the-minute. Changes can be made spontaneously and appear instantly.

The system is easy to administer, without

the need for IT professionals.

Subsequent orders from Mövenpick bear testimony to a successful project. The Hamburg water tower is only one of a total of five hotels belonging to this famous chain which Macnetix will be equipping with their successful signage systems.



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.



Kathrin Wirth-Ueberschär, Acting Director, Mövenpick Hotel Hamburg

"The Macnetix digital signage system is modern and very easy to use. We have found an innovative solution for an innovative hotel".


MÖVENPICK
Hotel Hamburg