

Hotel andel's, Berlin

Success Stories

MACNETIX

Initial Situation

A four-star superior hotel arose from a former abandoned construction ruin in the east of Berlin in only a few months. It has a total of 557 rooms and is equipped with a generous conference and exhibition area.

The building, which was opened in March 2009, unites modern design with innovative elements.

It strives to establish itself as an exceptional event location and offer both business guests and tourists professional, good service.

Requirements

The 14-storey building, which was originally conceived of as a shopping centre, has very high rooms and spacious architecture. This made an informative guest guidance system that makes it easier for visitors to find their way around urgently necessary. It should be digital and flexible, as well as spontaneously updateable. In addition, the displays should be optimally integrated into the existing design of the building and harmonise with the corporate identity of the andel's Hotel. Ultimately the challenge was

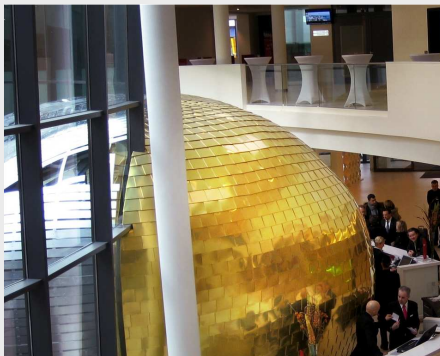
to find a programme that can be operated easily and intuitively, without any special IT skills.



playIT-control-unit

Result

The andel's Hotel was equipped with the digital signage system editIT/playIT from Macnetix. A total of seven large monitors and 29 door signs show visitors the way through one of the largest hotels and conference centres in the city. In addition to

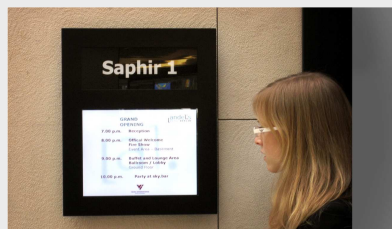


the great flexibility of editIT/playIT, the easy operation and central control were convincing factors. Changes can thus be integrated spontaneously with the click of a mouse, whereby numerous file formats can be imported. This in turn opens up diverse possibilities. On the large displays (2x52" and 5x40") in the lobby, as well as at other prominent locations, the guests are welcomed, for example, via split

screens. At the same time they serve as overview monitors. The



15" panels in the congress area serve as door signs and provide information about the events taking place in the rooms. They are also connected with the reservation system of the building, so that the data transfer takes place automatically. Finally, visitors are informed via the 19" monitors in the elevators about current offers of the hotel, including from the restaurant and the Sky Bar. Another advantage of the Macnetix software is the continuing development and adaptation to customer requirements. Macnetix was also able to win the Digital Signage Best Practice Award with this project.



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 project-

sand 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.



Ralph Alsdorf,
General Manager
andel's Berlin:

„An innovative and modern hotel like the andel's Hotel Berlin needs a future-oriented partner such as Macnetix. The functionality and simple operation of the software was decisive for the decision. With Macnetix we are flexible, and flexibility is our great strength.“

andel's
HOTEL BERLIN

WINNER
DIGITAL SIGNAGE
Best Practice Award 2009
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