

Initial Situation

The Swissôtel Düsseldorf/Neuss has one of the largest hotel conference centres in the Düsseldorf region.

Two auditoria and 14 conference rooms are available for all types of events, whilst

the hotel itself has over 246 rooms. In 2008, this elegant four-star superior hotel and its conference area were completely renovated. In the course of these works, the old digital signage system was to be replaced by a new, modern range.

Requirements

“The operation of the former signage system was rather time-consuming and programming was very complicated. In addition, we could not display any logos. As a whole, it was very prone to break down, and support services took far too long”, said Frank Hedemann, Director of the Conference Centre. So it was worth finding a new program that worked faultlessly and could be operated intuitively.

In addition, they wanted easy handling that did not require any particular IT knowl-

edge. With the new system, they wanted to be able to play on the monitors not only text files but also logos, images and even films. Reliable support should also be a matter of course.



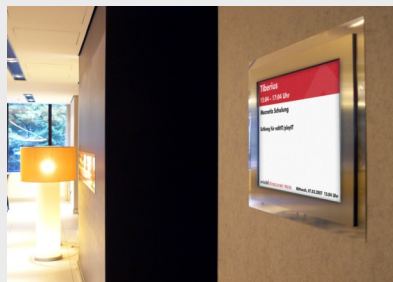
playIT-control-unit

Result

Macnetix was able to meet all of these requirements. In total, 18x15" boards provide information in rooms about respective events, and eight large 32" screens outside the two auditoria and in the lobby of the four-star superior hotel give an overview of events. In addition, the displays serve as an additional advertising area for special offers or unusual Swissôtel events.

Using the Macnetix editIT/playIT program, the content is entered by the head waiter, who, according to the Conference Director, is getting on well with the system. It is intuitive to operate, and furthermore is controlled centrally. They decided on the Berlin com-

pany for one simple reason: the quality was right. I



In addition, the software offers a large range of design opportunities. As well as text and logos, images can also be played, from Power Point presentations to complete films using editIT/playIT. This benefits not only the hotel employees, but equally the customers and guests at events.



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.



Frank Hedemann,
Director of the
Conference Centre
at the Swissôtel
Düsseldorf/
Neuss:

“The Macnetix software lets you embed very different files and thus offers numerous design opportunities. We are getting on well with the program, because it can be operated simply and intuitively.”

swissôtel DÜSSELDORF / NEUSS