

Case Study

Hospitality

Grand Hotel Kronenhof takes guest luxury to the next level with PPDS

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The Swisscom and PPDS team were able to develop a complete interactive solution for us. The integration of Netflix and other multimedia apps are a real improvement for our Multimedia System. The support of different media (RF and IP) give us the possibility to deploy a new solution on top of our existing RF infrastructure.”

Mr Marc Eichenberger, General Manager, Grand Hotel Kronenhof





Background

Welcoming guests since 1848, the Grand Hotel Kronenhof is one of Switzerland's top luxury and wellness hotels. Set in a wind-sheltered valley 1,805 metres above sea level, this 5-star hotel is among the best-preserved 19th-century grand hotels in the world. A perfect balance of modern comfort with the magic of times long past offers guests a uniquely tranquil experience with elegant light-filled rooms, a world-renowned spa facility, and stunning views in the heart of the Swiss Alps.

Challenge

A comprehensive renovation to this landmark neo-baroque building has kept its famous reputation of unprecedented luxury at the top of its game. Now, the Grand Hotel Kronenhof needed to update its entertainment offering to complete its perfect guest experience. With a historical design, this architectural treasure also brought some complexities in fitting new technology throughout a classical space.

Solution

Wanting to give guests the ultimate entertainment experience, the Grand Hotel Kronenhof called upon Swisscom and PPDS for a premium technological update to their multimedia set-up. This innovative collaboration delivered a full RF and IP upgrade with hybrid Wi-Fi connectivity across the entire premise. A total of 127 Philips MediaSuite displays were deployed to bring unrivalled entertainment to guest rooms with integrated Netflix, Chromecast built-in, and infinite Android options. This new entertainment upgrade has also been future-proofed to enable fast content and software updates via CMND, allowing new features to be quickly added without additional costs.

Benefits

Easy updates: Content and software updates can be easily made by the hotel staff and Swisscom via CMND, saving time and money.

Android: Built-in Android opens up an exciting world of possibilities with easy access to apps, content, and games.

Property Management System integration: Guest room TVs are connected to the hotel's Property Management System for complete control and transparency of costs and hotel information.

Custom connectivity: MediaSuite and CMND allow staff to create and deploy custom messaging including guest, hotel, and city information with ease.

Home comfort: Chromecast built-in and integrated Netflix bring home comfort to the luxurious setting of each hotel room.

Fast facts

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|  Client
Grand Hotel Kronenhof |  Products
Philips MediaSuite
43", 50", 55" displays
(127 units) |
|  Location
Pontresina,
Switzerland |  Partners
Swisscom |
|  Project
Comprehensive
entertainment
upgrade | |

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