

**PHILIPS**

Professional  
Display Solutions

Case study Hospitality



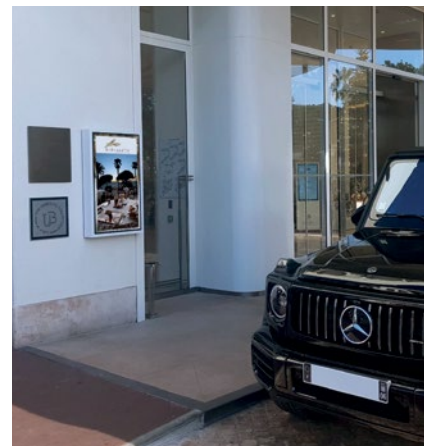
# Case Study Hospitality

Hôtel Martinez perfects its digital signage with  
Philips Professional Display Solutions.

“

*“The quality and solution provided by the team was exactly what we needed to match the level of excellence throughout the hotel.”*

Christophe Marques, Technical Director, Hôtel Martinez



HÔTEL  MARTINEZ



## Background

A legendary 5-star establishment, the Hôtel Martinez embodies the light-heartedness of the Côte d'Azur and the Mediterranean lifestyle. This French Riviera landmark is a Green Globe-certified hotel featuring 409 rooms and suites catered for the most discerning guests. With its stunning views overlooking the sea and meticulous Art Deco design, this luxury hotel is both a place to see and be seen when visiting the Boulevard de La Croisette in Cannes, France.

## Challenge

Lavish in every sense possible, the Hôtel Martinez is an oasis of timeless extravagance and modern design. Situated in the most sought after area of the French Riviera, it attracts an endless stream of celebrities, creatives, executives, and luxury travellers. Ultra-comfortable rooms, attentive service, and a 2-Michelin starred gastronomic restaurant provide guests with a memorable stay from check-in to check-out. To match this level of excellence, the hotel needed a modern digital signage solution to help orient and inform guests throughout its abundant establishment.

## Solution

As perfection was a necessity, Hôtel Martinez teamed up with Philips Professional Displays Solutions, Inovasystem and Otrum AS for a holistic solution. Together, a custom fit out was designed and implemented throughout the establishment. This solution brought 23 new screens to the premise, ranging from 32 to 65-inch displays, as well as two custom totems housing a 49-inch display each. Utilising the new digital signage solution, the hotel can communicate everything that they need including branded content, way-finding and service up-sells. The displays are wirelessly connected and run Otrum software, allowing hotel staff to easily update content from a single location. Additionally, Hyatt Martinez also provides Otrum Enterprise for guest in-room entertainment.

## Benefits

**Easy content updates:** Content creation and deployment is quick and easy – allowing hotel staff to push branded communication, hotel information and up/cross-selling opportunities.

**Custom totems:** Inovasystem crafted custom totems to house the displays in high-traffic areas to match the hotel's distinct high-end deco.

**Remote upgrades:** Otrum AS can send software updates remotely to ensure each device is running smoothly with the latest UI and stability features. Software upgrades are instant, and can be directed to the entire fleet or selected sectors.

**Positive environmental impact:** The displays used replace the need for printed material, meaning less paper usage. Displays were also chosen for their energy efficiency.

### Fast facts

**Client**  
Hôtel Martinez  
by Hyatt

**Location**  
Cannes, France

**Project**  
New installation of  
signage solutions

**Partners**  
Inovasystem (solutions  
partner); Otrum AS  
(software)

**Products**  
Philips 32BDL4050D  
(X units), 43BDL4050D  
(X units), 55BDL4050D  
(X units), and  
65BDL4050D (X units).

