

**PHILIPS**

Professional  
Display Solutions

Case Study Hospitality



## Abba Hotels gives their guests more reasons to smile with Philips Professional Display Solutions

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*We trusted Philips with the migration of our Digital Television System, and they responded accordingly to our requirements.*

Damian Melero – CIO, Abba Hotels



  
abba  
hoteles

## Background

Renowned for their comfort and friendly service, Spanish hotel chain, Abba Hotels has been servicing the world for over 18 years. Situated in prime locations across Spain, Germany, UK and Andorra, each hotel works toward the same goal – to give each and every guest more reasons to smile. Popular within the global business community, Abba Hotels has a strong focus on corporate guests, offering meeting rooms and special events for companies and business travellers.

## Challenge

Advancements in technology, luxury and accommodation options have redefined the way people choose their short stay bookings. This is especially the case for business travellers. With smaller boutique hotels and private residences now having the advantage of upgrading their rooms with the latest equipment quicker than large scale hotels, they have increasingly become a popular choice for guests. To ensure guests continued to stay with Abba Hotels, the chain needed an upgrade that reminded guests about their luxurious rooms and modern facilities. This is a key requirement for business travellers, who now more than ever, require 100% connectivity for their suite of laptops, projectors, phones and tablets.



### Fast facts

**Client**

Abba Hoteles S.A.

**Partner**

IpmasD Hospitality Solutions

**Location**

Spain, Germany, United Kingdom, and Andorra

**Project**

Complete upgrade of entertainment and display suite

**Products**

Philips Studio and Mediasuite 32" to 55" (1070 units in total)

## Solution

Abba Hotels partnered with IpmasD Hospitality Solutions and Philips Professional Display Solutions to reinvigorate each of their hotel rooms across Europe. Together, each room within the hotel chain was fitted with the latest Philips displays – ranging from 32" to 55" STUDIO and MEDIASUITE models. Moving entertainment from the superseded analogue variety to the latest digital suite meant that guests can now enjoy high definition displays with more channels, more options and better connectivity. 'Road warriors' were now able to connect their suite of technology with greater freedom and ease thanks to the smart connectivity of the Philips displays.



## Benefits

**Future-ready:** Smart connectivity opens up a world of possibilities with new features to the TV suite easily deployed via streamlined roll outs.

**Partner support:** The team at Philips Professional Display Solutions are always ready to assist with any support queries and new demands.

**Energy efficient:** Very low consumption screens to reduce long-term running costs, especially with over 1000 devices across the hotel chain.

**Single brand installation:** Staff in the hotel can operate any display within the chain with ease, whilst guests can enjoy a consistent experience no matter which hotel from the chain they choose for their accommodation.

