

PHILIPS

Professional Displays



Ara Maris

Philips MediaSuite TVs blend innovation, sustainability, and exclusive services for Ara Maris Hotel for a unique guest experience

“ Ara Maris is a modern concept of hospitality based on innovation and sustainability, designed to offer a luxury experience that respects the territory that hosts us and, at the same time, contributes to protecting it.”

Niccolò Manniello, CEO | Ara Maris Hotel





Background

Ara Maris is a 5 star hotel in Sorrento, Italy, promising its guests a luxury experience that goes well beyond an overnight stay. Set above the Gulf of Naples, both architecture and fixtures and fittings are designed to blend contemporary and sustainable features, interacting with the colours and shapes of the landscape to create an elegant yet relaxed atmosphere. The rooms and suites, with their unmistakable style, are complemented by exclusive services and areas dedicated to wellness and entertainment.

Challenge

A brand new venture, within a brand new building complex, the management team set out to draw upon the latest advances in technology to bring quality standards and service above those expected of a modern 5 star hotel.

The hotel TVs and digital signage around the hotel, needed to connect the brand with guests, providing essential and personalised information while inspiring them to fully enjoy their stay. The technology needed to be seamlessly integrated with the hotel's systems, bringing content and entertainment, easy management, and a tailored approach.

At the same time, it needed to deliver on energy efficiency and longer product lifetime, aligning with the hotel's sustainability goals, while delivering a complete solution built on advanced connectivity and effective communication.

Solution

Working in partnership with trusted hospitality integrator Meginet, the Ara Maris team selected Philips Professional Displays to supply both hotel TVs and digital signage, ensuring the cutting edge features and functionality required for their new property.

“As always, PPDS supported us in integrating Philips Professional Displays for both digital signage and hospitality solutions, ensuring an innovative and sustainable technological ecosystem for the end customer.”

Vittorio Acampora, CEO | Meginet

The entire technology integration project was designed to optimise and simplify communication of hotel services, delivering information and engaging content directly to guests in their rooms via Philips MediaSuite TVs. From centralised screen and content management via CMND from PPDS to streaming capabilities enabled by integrated Google Cast and Netflix ready to log in on the TV, every element has been carefully coordinated with the network infrastructure. WiFi systems, audio distribution, and VoIP switchboard – all are fully compliant with GDPR standards for data protection and privacy.

Outside, customised totems were installed to house Philips High Brightness digital signage displays, amplifying the quality of the Ara Maris brand and bringing guests up to the moment information, including wayfinding, promotions, and more.

Benefits

Easy streaming: Guests can securely log in to their own Netflix account – directly from the TV, or they cast their own content – films, music, gaming and more – via integrated Google Cast.

Google Play store: Designed on an Android platform, Philips MediaSuite TVs deliver direct access to thousands of apps – music, movies, gaming, health and wellbeing, and more.

Centralised content management: Philips MediaSuite TVs are designed to bring operational efficiency and easy content control for versatile and simplified communication of hotel services.

Energy savings: Lower power consumption hotel TVs with an F rated European Energy label plus no need for supplementary hardware and its associated energy usage.

Fast facts



Client
Ara Maris Hotel



Project
Casting for excellence with energy efficient Philips MediaSuite TVs



Industry vertical
Hospitality



Products
49x 50" Philips MediaSuite TVs 50HFL6214/12, 12x 58" Philips MediaSuite TVs 58HFL6214/12; 55" Philips High Brightness (H-Line) 55BDL4002H



Location
Sorrento, Italy



Partner
Meginet



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