

PHILIPS

Professional Displays



Hotel Bellevue Syrene

Setting luxury hospitality amidst history and nature.
Bringing innovation with Philips MediaSuite.

“ When it comes to digital entertainment and information technology and communications services, we always choose partners capable of providing valuable, reliable and cutting edge technologies. Enabling us to offer our guests a truly complete and memorable stay. ”

Claudio Napolitano, General Manager | Hotel Bellevue Syrene





Background

The Hotel Bellevue Syrene stands on the foundations of an ancient Roman villa dating back to the 2nd century BC. In 1820, the mansion was converted into a small, cosy hotel, relying on the presence of the ancient ruins as an element of uniqueness.

In 1995, the hotel was bought by the Russo-Attanasio family, long standing hoteliers from Sorrento. While updating some aspects, they have managed to skilfully preserve the historical charm and artistic heritage of Bellevue Syrene, harmoniously blending old and new.

Challenge

Upon entering Hotel Bellevue Syrene, guests are immediately immersed in a sense of calm and understated elegance. Preserving this atmosphere was a central priority as the hotel selected a new fleet of hospitality TVs and an integration partner capable of delivering a seamless IT&C system integration.

Housed within a historic mansion that safeguards Roman era remains, 17th century frescoes, and countless treasured artefacts, the project demanded exceptional care and sensitivity. Every stage of the installation needed to be carried out with the utmost respect for the building's architectural heritage and decorative features.

The ultimate objective was to harmoniously and sympathetically integrate advanced AV innovation in a way that would enhance the guest experience as they enjoy the region's natural beauty, while also honouring a legacy of passion and hospitality passed down through generations.

“ Our partnership with PPDS for Philips Professional Displays is a key factor that enables us to invest in joint strategies. Providing us with a solution that combines technological innovation with ease of use.”

Vittorio Acampora, CEO | Meginet



Solution

To meet the specific requirements of Hotel Bellevue Syrene, a fleet of 70 4K UHD Philips MediaSuite TVs was selected, with the entire integration project designed around the advanced capabilities and unique features of these cutting edge hotel TVs.

From the centralised management of screens and content via CMND to the seamless streaming experience enabled by integrated casting and Netflix ready to log in on the TV, every element was carefully implemented. Enhancing entertainment, maximising promotions, and providing information and access to hotel services and activities.

The end result? A solution that delivered advanced and future proofed, secure guest experiences while upholding the high standards of traditional luxury hospitality.

Benefits

Centralised content management: Easy to use, customise, and update, for versatile and simplified communication of hotel services.

Integrated casting: Guests can cast their content from their own devices onto the in room TV securely and with ease – no extra wires, hardware or software needed.

Seamless guest experience: Better connected, thousands of apps, games and entertainment are readily available on the hotel TV – enabling an intuitive, home from home experience.

Fast facts

Client
Hotel Bellevue Syrene

Project
Setting luxury hospitality amidst history and nature with Philips MediaSuite

Industry vertical
Hospitality

Products
21x 43" Philips MediaSuite 43HFL6214/12,
40x 50" Philips MediaSuite 50HFL6214/12,
6x 58" Philips MediaSuite 58HFL6214/12,
3x 65" Philips MediaSuite 65HFL6214/12

Location
Sorrento, Italy

Partner
Meginet



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