



Solutions to business challenges

Digital Signage & INFO-CHANNELS

Turn Screens into “Promoters”

A Screen invasion is in progress



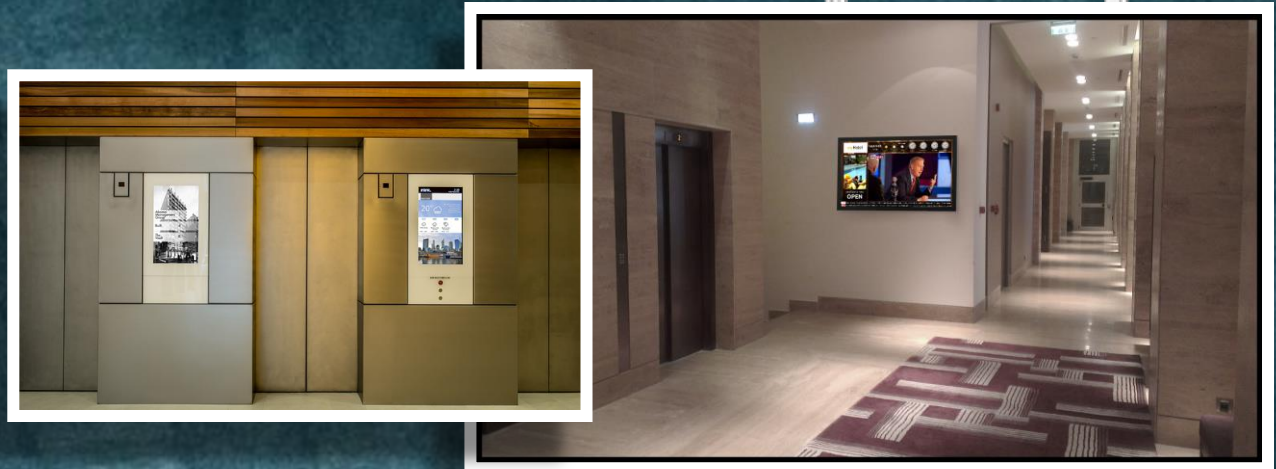
In our pockets, in our cars,
our office, bank, gym, bar,
house, bedroom, even in
churches!



Sometimes we touch THEM



Sometimes we don't



But,

**they just fill our walls
& increase our bills..**

..unless we MANAGE !

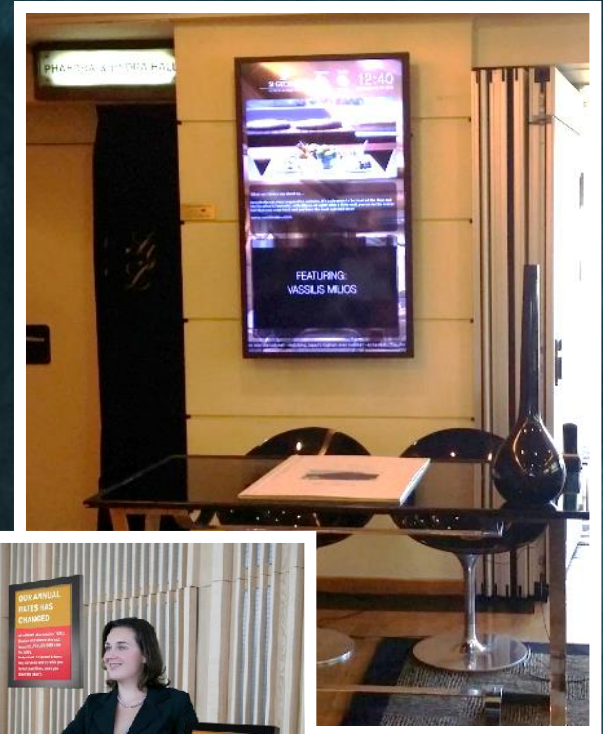
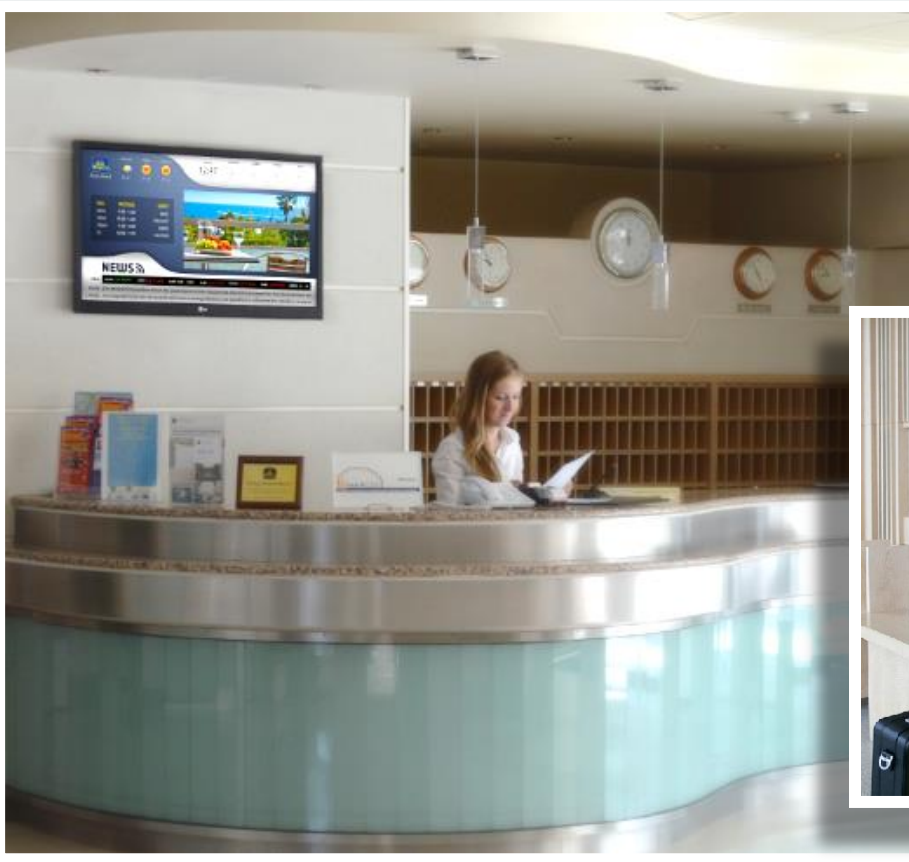
time to focus on our guest's journey

it's all about “TOUCH POINTS”

**entrance > reception > elevator > room > lobby
> café > gym > pool > room > restaurant > exit >
return > bar > room > sauna > room > entrance
> reception > elevator > room > lobby > café >
pool > room > restaurant > exit > return > bar >
room > gym > sauna > room > entrance >
reception > elevator > > reception > elevator >
room > lobby > café > gym > pool > room >
restaurant > exit > return > bar > room > lobby >**

Our Opportunities

Reception / Lobby



Challenges

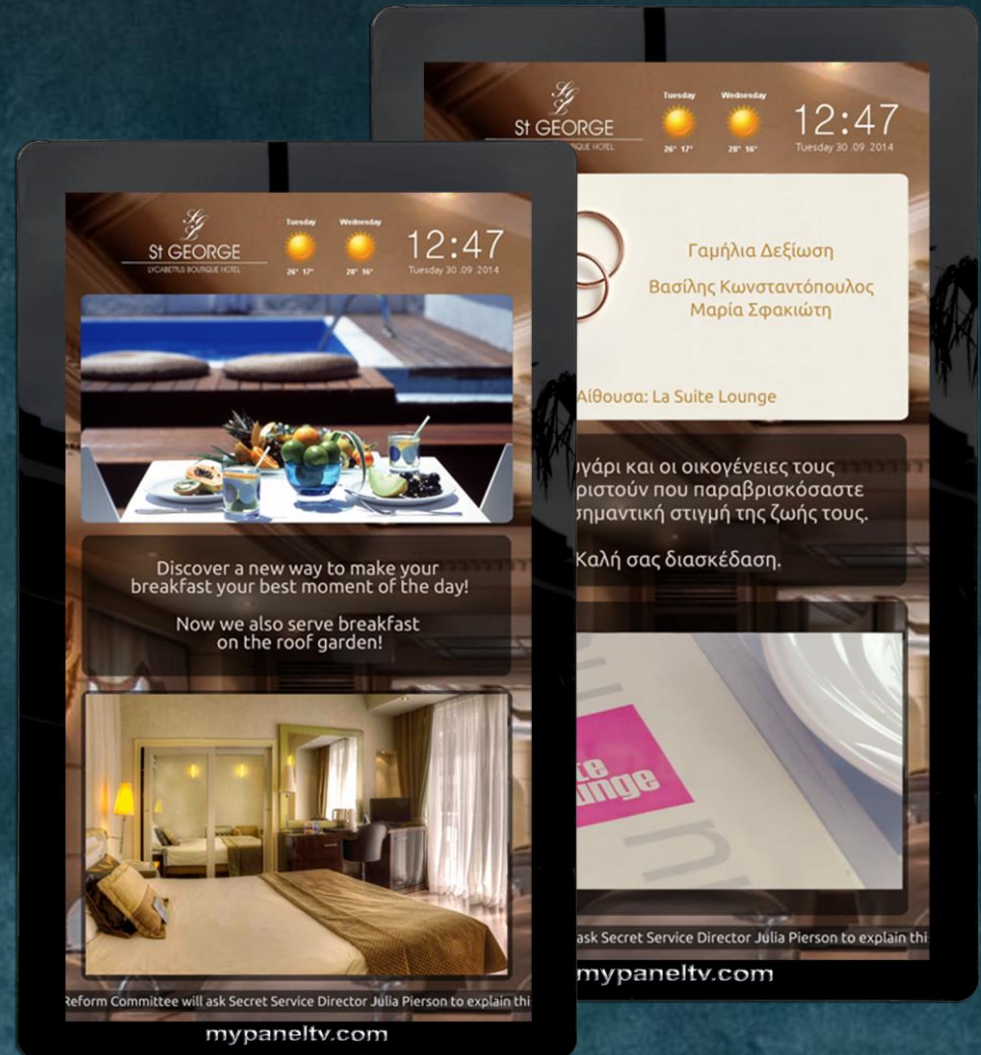
Reception / Lobby

Guidelines on the fly

Avoid repetitive Q&As

Provide useful information

Show our best available and Up-Sell!



myHotel TV InfoChannel

Room or Apartment



myHotel TV InfoChannel

Room or Apartment

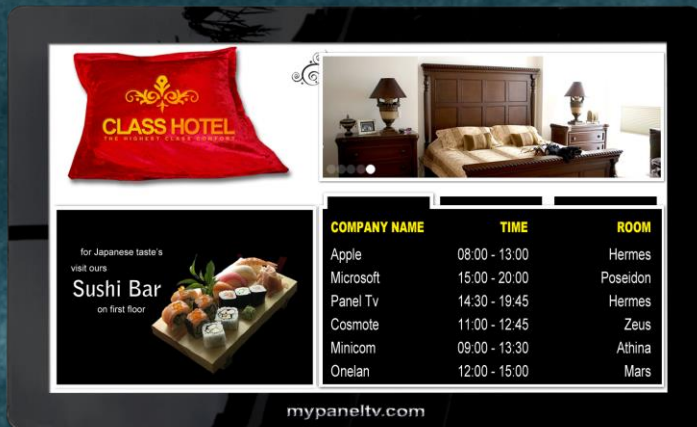
..more than
a simple booking



- A relaxing moment to promote Hotel Services!
pool events, dinning specials, well-being packages..
- Our Men's or Woman's "channels" with
sport or gossip news, TV guide & proposals, gym, spa
- Useful tips to save on Reception calls:
how to wifi, breakfast time, shuttle bus schedules...

Not to miss

on events &
conference halls

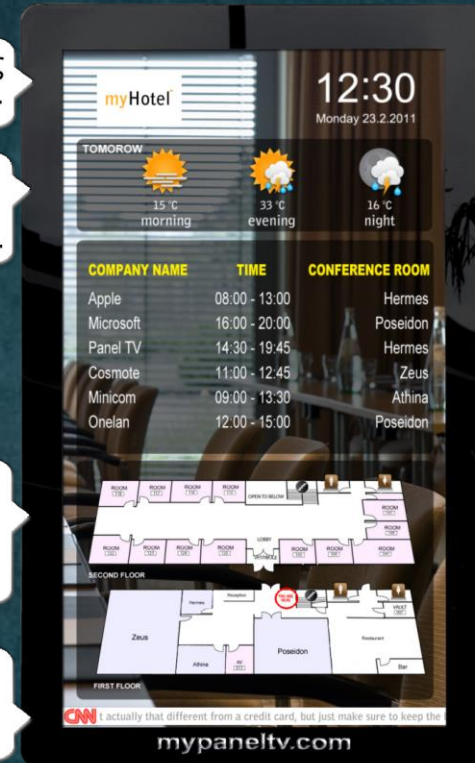


με το λογότυπο σας
πάνω στην οθόνη...

με τον καιρό,
έκτακτες
ανακοινώσεις...

με προτάσεις,
video & φωτογραφίες,
ζωντανές μεταδόσεις,
παρουσιάσεις...

με ειδήσεις,
επικαιρότητα,
τοπικά νέα...



με το πρόγραμμα
των εκδηλώσεων,
παρουσιάσεων,
διαλέξεων &
ώρες λειτουργίας
restaurant,
pool bar,
kid cinema...

further to guidance & superiority aesthetics..
..introduce the hotel specialties!

reduce expenses & time
increase impact

with **LESS** paper

no logistics
ups & downs on schedule
messages by segments
campaigns by building
correct or change on the fly
any customization..



Challenges at any “TOUCH POINT”

centrally manage the communication

be Clear, Informative, Relevant, Useful

get Personal & Exceed Expectations

deliver a unique EXPERIENCE

and CONVERT!

add
WOW elements
that work



synch your Menus

> Update on the fly
change prices
update your dishes
automate visuals



make the obvious happen!

create audio zones

> eliminate the “noise” of TVs



make our screens deliver !

with hands on expertise

content masters

comprehensive approach

your value adding partner



more on.. my panel tv .com