

## THE DIGITAL SIGNAGE SOLUTION – utilizing new media to directly inform hotel guests of current events and business or tourist information

With the installation of plasma monitors, digital signage promotes direct communication to your target audience. Using centralized and accessible administrative controls that determine the content displayed, information is specific, current, and relevant. This also allows for complete control of the complexity or simplicity of the information offered.

### CAPTURE THEIR ATTENTION

With the simplicity of touch-screen interaction, hotel guests can access information through innovative navigation technology while on-site. From conference schedules to local attractions and restaurant selections to current news and weather, digital signage creates a customized environment for each guest's needs whether their trip be for business or pleasure. This also provides a platform for a revenue increase with strategically placed advertisements.

### CAPTIVATE THEIR IMAGINATION

Make an impact through new media. Develop a more visual and interactive environment with sounds and images that allow guests to find exactly what they're looking for.

Seeing is believing.

