

◆ How hoteliers can create a welcome to remember with Vivitek NovoDS

NovoDS



We've all been there. The journey was longer than it was meant to be, interrupted by the unexpected delays that have added hours to your journey. It's not the best start to a holiday, but you're at the hotel now and you just want a refreshing shower, a warm meal and a comfortable bed.

But on arrival, there's confusion. The fixed signs are pointing one way to the reception desk, while the old digital signage solution is pointing another way. The screen is also showing information about the art event hosted at the hotel last week, but there's some promising news; the display shows the restaurant is still open. Finally, after finding the reception (it relocated a few weeks ago), and checking in, you ask the receptionist where restaurant is, only to be told it has actually closed for the night. "But the sign said it was still open!" Apologetically, the receptionist explains: "Sorry, but we don't know how to update the digital signage system." Sometimes, you just wish you'd holidayed at home, instead.

In a world fuelled by social media and populated with sites like Trip Advisor and Hotels.com, no Hotelier – large or small – can afford to overlook any details,

especially when it comes to welcoming or keeping guests informed.

But to date, most digital signage solutions have done a poor job of that, doing both a disservice to well-meaning hoteliers and the guests that they host. Unless you were technical or part of the IT team, digital signage solutions were not always easy to use and, as a consequence, the useful information they were meant to convey wasn't always updated or accurate, much to the annoyance of guests.

Addressing that problem easily and effectively, is Vivitek's NovoDS. What's so important – and refreshing – about this affordable digital signage solution, is that it dramatically simplifies the process for creating and updating content on a display. Ideal for creating dynamic visual displays for a hotel or another venue's corporate or public areas, its digital signage content can incorporate text, photos, audio, video, and Web content in fully customisable configurations for a variety of settings. It can even be branded with a hotel or venue's logo and corporate colours. Designed for maximum convenience, the NovoDS is 4k2k-ready for the next generation of high-resolution displays, making it a cost-effective

ultra-high-definition solution.

It's so easy to use, that even non-technical members of hotel staff will feel at ease with it, thanks to drag-n-drop template customisation and a highly intuitive playlist editing function. If there's a change to the daily menu, or important corporate guests to greet and guide to a meeting room or function area upon arrival, the team on the reception desk can make the changes easily and quickly, to ensure all the information that's displayed is relevant and - importantly – up to date.

A hotel's IT Manager will appreciate the NovoDS too, thanks to it being easy to manage over a network. Despite it supporting large-scale deployments, hotels of all sizes will benefit from it being both affordable and highly cost-effective.

With NovoDS, not only does digital signage come alive, but its ease of use ensures that there's no excuse for displaying out of date or incorrect information anymore. In short, investing in a NovoDS could well be one of the most informed decisions a hotel could make, and it's one that even its tired and hungry customers would welcome on arrival.