



Case Study

Sheraton Seoul D Cube City Hotel

Cutting-edge display solution takes hotel luxury to another level

Overview

February 2017, Sheraton Seoul D Cube City Hotel added something special to the hotel by adopting “Samsung SMART Signage.”

The clear and vivid display of “Samsung SMART Signage,” which delivers visual pleasure and draws attention from customers by providing customized information according to the situation.

Sheraton Seoul D Cube City Hotel is actively utilizing “Samsung SMART Signage” for all major spaces, right from the ground floor to the 41st floor.

About Sheraton Seoul D Cube City Hotel

Sheraton Seoul D Cube City Hotel was opened in September 2011 as the first top-tier accommodation in southwestern Seoul, South Korea. Guests can enjoy shopping and cultural activities in the D Cube Department Store and Art Center directly linked to the hotel, as well as getting a bird's-eye view of the city from the viewing platform.

Technology Highlights

- Various custom templates can be created with various built-in templates
- Remotely manage all displays on the network with a web connection
- Easy display scheduling based on place-specific schedules



Solution

Easy update of various event and promotional content - MagicINFO solution

Signage, which is the most common question from customers. A Signage installed in front of the elevator delivers information about hotel facilities and current promotions running in the restaurant, lounge and bar. Customer convenience is enhanced by their ability to now get information about the facilities in advance via the large screen.

In the hotel, where there are a lot of events and promotions, it is essential to manage content in a fast and effective manner. MaginINFO, a content management solution of "Samsung SMART Signage," allows Sheraton Seoul D Cube City Hotel to easily update display content. The MagicINFO solution allows you to manage all displays that are connected to the "MagicINFO" server by simply accessing to the web. "The 'MagicINFO' solution allows us to modify content by simply accessing to the web on the computer or mobile device without installing any media player, making it more efficient to manage content," an official from Sheraton Seoul D Cube City Hotel said.

Much easier content schedule management

"Samsung SMART Signage" and the "MagicINFO" solution play an important role in front of the meeting room and banquet hall, where various events are held, including business seminars, weddings, and family parties.

The "MagicINFO" solution makes it easier to manage the content schedule, which is necessary for the efficient operation of so many different events and meetings.

Event scheduling is in fact a feature of the "MagicINFO" solution that allows you to setup the date and time you want to play content. In particular, you can prepare content in advance for events on the weekend, when a lot of events are held like weddings or family meetings. Plus, you can modify content easily whenever the schedule changes.

Customers can get information about the event on "Samsung SMART Signage" before the entrance.



"Samsung SMART Signage" draws attention to content to help better communicate with customers

You can also meet "Samsung SMART Signage" in various facilities in Sheraton Seoul D Cube City Hotel.

Two "Samsung SMART Signages" installed in the Fit Café and Aqualis Spa on the 28th floor deliver a clear and vivid display to help enhance customer communication.

You can display all the guidance information that customers may need or show videos about the space, which means that you can utilize the display in various ways according to the characteristics of the space and what you want to achieve with it.

Result

Sheraton Seoul D Cube City Hotel increases the value of the space with "Samsung SMART Signage."

Sheraton Seoul D Cube City Hotel is at the center of the traffic, shopping, cultural activities and business hub. It is well received as a super luxury hotel for providing the very best service and the place to rest.

The adoption of "Samsung SMART Signage" and the "MagicINFO" Solution has allowed Sheraton Seoul D Cube City Hotel to provide information to customers in a smarter and more effective way.

"We will continue to strive to make our hotel the best place to take a rest where customers feel comfortable by adopting various IT products and solutions," said an official from Sheraton Seoul D Cube City Hotel.

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SMART Signage

For more information about Samsung MagicINFO solution, visit www.samsung.com/business or www.samsung.com/displaysolutions

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Samsung Electronics Co., Ltd.
416, Maetan 3-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do 443-772, Korea

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