

Case study: Hospitality

“Up to the minute” Hotel reduces print costs with ONELAN Digital Signage



Case Study: the runnymede-on-thames hotel



The Runnymede hotel wanted a facility to communicate information to guests effectively. Approximately 200 guests pass through the hotel daily.

Project objectives

Runnymede chose digital signage as it is contemporary and gives guests the impression of an ‘up to the minute’ hotel. In addition they were keen to reduce costs of printing of brochures and flyers that are used around the hotel. Digital signage can also be updated instantly, while a brochure reprint takes time.

They chose ONELAN digital signage for its ease of use and Ad Hoc capability. The hotel has 25 ONELAN Net-Top-Boxes installed. The Ad-Hoc capability is a simple facility for local changes and input of messages, announcements, visual paging, table data, TV selection and layout changes.

the runnymede-on-thames

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Digital Signage



How the digital signage is being used

50" screens in the reception areas around the hotel show live TV and advertisements relating to activities within the hotel e.g availability of last minute space in the hotel's beauty salon. Both are changed on a regular basis and eventually the aim is also to show videos of what's on in the hotel. The digital signage also displays a RSS ticker feed showing up to date travel information and conditions around Heathrow and major road networks.

There is also a 63" screen for special events e.g weddings. This can show photographs of the wedding itself and the reception, during the wedding reception at the hotel. As the digital signage is instantly updateable, this can be achieved with ease.

In addition to the large screens in the reception areas, there are small 10" screens outside each meeting room, that are updated for each new client using the rooms to show company information and videos.

“ The ONELAN Digital Signage solution is perfect for our needs as it is very user friendly, easy to use and easy to update very quickly. ”

**Andrew Duggan,
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For further details

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