



Case Study – Hotel Digital Signage

Client Profile

Client: Holiday Inn, Calgary Airport
Industry: Hospitality / Hotel
Head Office: Atlanta, GA
Operations: United States & Canada
Solution: Hotel Digital Signage

Holiday Inn is a multinational brand of hotels forming part of the InterContinental Hotels Group (IHG). It is one of the world's largest hotel chains with 434,357 bedrooms and 3,414 hotels globally. There are over 100 million guest nights each year, globally. Holiday Inn, Calgary Airport is a non-smoking, family friendly hotel located near beautiful downtown Calgary and close to the Calgary International Airport.

The Challenge

The hotel needed a digital signage solution to address several challenges it had been facing:

- Situated at Calgary International Airport, most of Holiday Inn guests are frequent flyers. A system was required that could provide accurate, reliable and real time flights schedule info that could help travelers avoid disruptive flight delays.
- The hotel serves as a popular location to host business meetings and conferences. The staff used easels and printed signs to relay information to attendees. The makeshift easels and printed signs were low quality and time consuming.
- The management also wanted to make the hotel lobby more appealing and inviting to guests.

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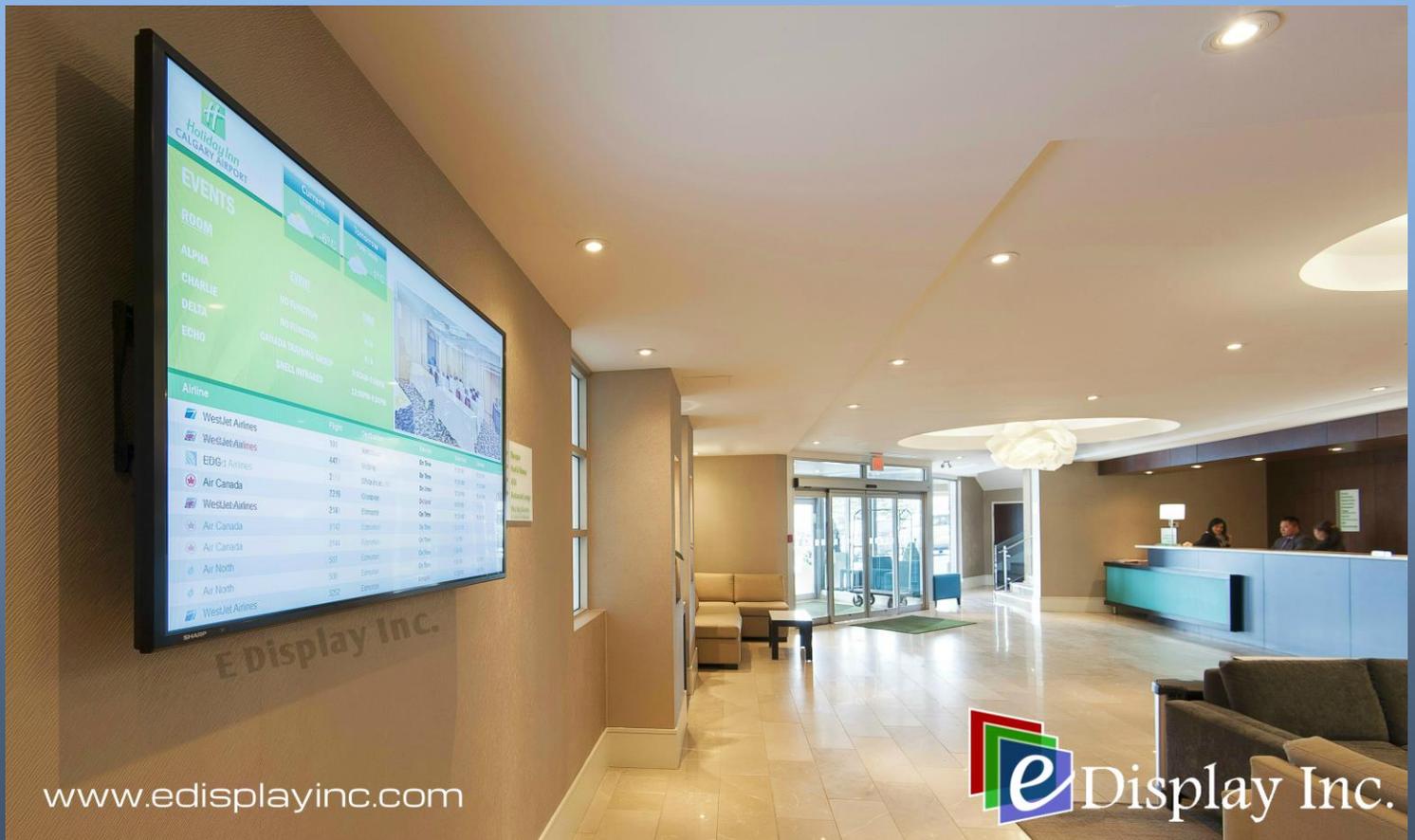
The Solution

E Display provided Holiday Inn with a custom built end-to-end solution based on their individual needs. The services provided in the delivery of the solution included initial consultation, design, project management, installation, content creation, publishing and network management.

E Display deployed a commercial grade slim bezel 60" display positioned in landscape mode at the designated area of the hotel lobby. The display was installed with a high-quality low profile mount to give it a sleek finish. It was then networked with a state of the art media player computer running E Display's Digital signage software. E Display designed a custom template for the client to show case the hotel's amenities, events, flight schedule and weather information. The flight schedule data is retrieved in real-time and shows departure and arrival gates, as well as canceled flights for all airlines that fly from and into Calgary International Airport.

The Solution – Cont.

E Display trained the client in the operation of the system. The client is able to access the system over the internet thru E Display's Industry Leading Digital Signage Software. The software allows them to easily make changes to any aspect of the content and publish it in real-time. They also have flexibility to change their screen layout and template at any time should their requirements change. E Display worked with the client each step of the way from concept to completion to ensure the delivery of a quality digital signage system based on the client's exact needs.



The Success

With E Display's digital signage solution, Holiday Inn Calgary Airport successfully achieved the following benefits:

- The flight schedule display allows travelers to review their flight status from the lobby as they prepare to check out. If their flight is delayed, they have the option to stay with the hotel. For late-day canceled flights, they can simply rebook their flights for the next day and stay with the hotel for the night. Besides being a benefit to the guests, the digital display also provides a good revenue stream for the hotel.
- To complement the flight schedules, local weather info was added to help the guests make flying decisions that could get effected due to uncertain weather conditions.
- A dedicated section was allocated in the display for Events Notification. It provided the ability to communicate to the attendees' event information, location and schedules or any last minute changes.
- The display's sleek frame and the screen quality enabled an extremely high color scheme, which allowed images on the display to match each location within the hotel. In addition, the display template was themed to match Holiday Inn corporate colors adding to hotel's effort towards brand consistency.
- The installation of the vibrant and attractive display provided for an eloquently pleasing addition to the hotel interior and décor.

The Future

Experience for Holiday Inn guests reached a new level with the installation of digital signage by E Display. The overwhelming success and response to the initial installation earned E Display the opportunity to not only expand the solution within the hotel but also roll out similar solution to other similar franchises.

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The screen displays a flight schedule with columns for flight number, destination, status, scheduled time, and updated time. It also shows event information and a weather forecast.

Flight	Page	Destination	Status	Scheduled	Updated
AA 1111	1111	London	On Time	12:10 PM	12:10 PM
AA 1112	1112	London	Delayed	12:20 PM	1:00 PM
AA 1113	1113	London	On Time	12:30 PM	12:30 PM
AA 1114	1114	London	On Time	12:40 PM	12:40 PM
AA 1115	1115	London	On Time	12:50 PM	12:50 PM
AA 1116	1116	London	On Time	1:00 PM	1:00 PM
AA 1117	1117	London	On Time	1:10 PM	1:10 PM
AA 1118	1118	London	On Time	1:20 PM	1:20 PM
AA 1119	1119	London	On Time	1:30 PM	1:30 PM
AA 1120	1120	London	On Time	1:40 PM	1:40 PM

← Elevator
← Pool & Fitness
→ ATM
→ Restaurant/Lounge
Meeting Rooms
Located on 2nd Level

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About E Display

E Display provides Cost Effective Turn-Key Digital Signage & Interactive Solutions to business in all verticals. E Display specializes in creating custom solutions that meet the individual need and budget of its clients. In support of solution delivery, E Display helps each client from initial consultation to design, project management, installation, content creation, publishing and network management. With their Signage-as-a-Service (E Display SaaS) platform, E Display allows clients to use self-service or managed-service to operate and monitor their digital signage network over the internet. E Display also provides support for hardware that they sell effectively liaising with manufacturers for warranties and replacements on their client's behalf. With offices in Calgary, Alberta and Chicago IL, E Display serves clients through-out North America. For more information please visit their website at www.edisplayinc.com

Sales Enquiries

info@edisplayinc.com

| 1-800-930-7860

| www.edisplayinc.com