

Position Paper

Digital Signage in Hospitality

For travelers of all types — business or leisure — the guest experience has changed dramatically in recent years, thanks in large part to the adoption of digital signage. These guests are consumers first, travelers second, so their needs and tastes have reached a certain level of expectation in terms of always-on technology.

Facility operators now realize the importance of leveraging the best digital tools — especially the latest displays and networked infrastructure — to provide their guests a digitally enhanced, personalized experience from the exterior of the building all the way to the in-room setting.

The Changing Expectations of Today's Guest: By the Numbers

The hospitality industry is now marking 10 consecutive years of impressive growth.¹ This growth is fueled by both leisure travel and business travel, but key technology trends cut across both segments. And the segments are also merging on several levels. For example, recent studies show that 75 percent of business travelers take “bleisure” trips — combining a business stay with a leisure stay.²

Of the dominant trends shaping today's guest experience, the use of new generation digital tools to create a personalized experience is at the top of the list. Studies show that 84 percent of travelers think a personalized hotel experience is important.³ So it's not surprising that the hospitality industry is responding with big increases in investment guest-facing technology, as venue operators make sure their digital signage and full-facility display and content infrastructure spend aligns with strategic goals for innovation and revenue growth.⁴ And those growth strategies now often include identifying new revenue streams enabled by updating digital signage and in-room TV and interactive content platforms.

Leveraging Display and Content Tools for Great Experiences

How are the most profitable properties leveraging new display and network infrastructure technology to provide personalization and more high-touch service?

Checking in:

Self-Service Check-in: One option for check-in that's growing in adoption in hotels, for guests that prefer a more private experience: the use of interactive self-service check-in displays. This typically involves the use of a smaller tablet or

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small digital screen. And this model can generate additional revenue, since it gives the guest the option to choose room upgrades or take advantage of promotions for hotel services in the room and beyond.

Digital Concierge Stations:

After check-in, a guest can benefit from digital stations in key public areas to get up-to-date information on restaurants, local sporting events, entertainment, airport and airline information and more — all with a personalized touch. While a guest's smartphone often fills this need, the mobile device is out of the control of the facility. A Digital Concierge Station can fulfill the search needs of the guest while triggering personalized or

otherwise custom information to better engage that guest. And the best Digital Concierge systems can include print capabilities (for airline boarding passes, for example) and even ecommerce functions for the purchase of event tickets with coupons or targeted discounts.

Beyond Signage:

Digital signage has been used in lobbies, hallways, bars, restaurants and public areas for years. But guests' needs and expectations now go way beyond yesterday's signage:

- Digital screens for **wayfinding** help the guest navigate the facility and more easily find the hotel's amenities, but now those screens can even be utilized for guests' navigation to their personalized events — such as sessions and keynotes for their trade conference on hotel premises. Replacing or augmenting static wayfinding digital screens with interactive screens is now possible — with the right digital signage ecosystem in place.
- Digital screens for **safety** are key in any property. Emergency information for guests is triggered automatically from your security system — if you have the latest digital infrastructure across IT and all facility networks, reliably and verifiably.
- Increasingly, hotels, resorts, casinos and cruise ships use digital signage screens whose **specialized content management system (CMS)** enables content feeds with weather, airport, specialized news or other content that goes beyond the usual display of broadcast networks. It can be special content triggered by contextual cues in the facility. This makes the guest more appreciative of — and more likely to act on — the content on the screens, and not ignore it.
- Any facility, including resort and casino hotels that feature in-hotel live entertainment or even elaborate shows and concerts, can now flip standard digital signage into **show promos**, and even show marquees, when needed.
- Don't overlook the "captive audience" you have in all your **elevators**. Installing video screens that display news, weather or your facility's message of the day gives guests something to do while waiting for their floor. And as many facilities transition to mobile apps that summon elevators remotely or digital keypads outside the elevator for floor selection, that will work cohesively with digital signage inside the elevators, for more networked touchpoints.

Augment Bar and Restaurant Signage by Adding Engaging and Relevant Content:

Don't overlook the first rule of good digital signage in every market: the importance of using digital signage for restaurant, café, bar and gift shop menu boards, including to upsell guests and offer special promos. Digital menu boards are not just used to eliminate the cost of changing static signage for the refreshing of content, but they are revenue generators for the facility, especially when combined with Dayparting.

Discover Dayparting of Content:

A top trend is adding the use of Dayparting to a digital signage



system. Dayparting is the creating and cueing of custom and/or targeted content that runs in specific day/time slots or is triggered contextually — to add engaging, fun, timely and relevant content on the screens in any and all areas of the hotel. From lounge, bar and restaurant spaces to hallways, lobbies, fitness centers and pool areas — anywhere digital signage is used — think of Dayparting as day/time personalization of your public spaces. It augments the digital personalization you do for individual guests and groups.

The Digitally Interactive Fitness Center:

The right kind of digital signage displays matched with the right interactive content can turn a boring fitness center into a personalized workout experience. New digital signage systems that include CMS-enabled content tools allow visitors to explore their physical fitness potential by interacting with a digital fitness coach, for example.

Take Digital Signage Outdoors:

Today's guest is more active than ever before, and more mobile within your facility than ever before. They expect the same kind of digital touchpoints and screens outdoors as they do indoors. Fortunately, the days are over when outdoor digital signage was weak and ineffective because the displays just didn't cut through daylight and were not legible in your outdoor areas such as poolside, or in outdoor patios, decks or sports facilities. Today, properties are leveraging digital displays that are fully integrated, self-contained and can be used in heat, cold, rain, snow and dust. The key is choosing the highest quality, brightest screens that allow full visibility in bright ambient light, even while wearing polarized sunglasses.

A Larger, More Engaging Digital Palette for Your Public Spaces:

The days of being limited to wall-mounted LCD screens in common areas have given way to networked displays, videowalls and the most exciting new technology on the scene today: large palette direct-view LED. Direct-view LED technology is completely seamless (no bezels), more readily adapts to unusual wall dimensions and shapes, and even works with curves. And direct-view LED screens are bright enough to cut through and look great even in areas with strong ambient light such as large lobbies.

This influx of new signage options gives hospitality venues more display tools to choose from, and spectacular results to gain. Case in point, which any hospitality provider can take a cue from: The Peppermill Casino in Reno, NV, recently installed a stunning, 110-ft. wide, fine-pitch, direct-view LED curved digital signage wall in the high-profile sports book, upping the ante for what the most forward-thinking venues can now achieve.⁵

Video Walls as Art — a New Way of Engaging Your Guests

Comprised of either tiled LCD screens, or direct-view LED screens, large videowalls are the newest trend in architecture and design for hospitality public spaces. The most exciting part of the trend? Using these new displays to go beyond digital signage to a completely new art form based on guest engagement, not static images.

Videowalls have long been part of the video screen landscape in the stadiums/arena market. But new display innovations now make it possible to add a stunning artistic palette to the very

architecture of your hotel space. You can now provide not just screens on walls but video palettes integrated into the architecture of the building, and you can do that with pixel counts up to the millions for a single, stunning space.

Recent advances in both LCD-based and direct view LED-based display technology have made this new kind of architectural integration both possible and affordable to any venue. The seamless, more immersive nature of fine pixel pitch direct view LED lends itself well to this new kind of display-based engagement. Products such as Samsung's 1.2mm pixel pitch LED screen have given new engagement tools to hospitality space designers that transcend anything available previously. And the best LCD videowalls now feature displays with greater brightness, thinner profiles, and bezels so thin that designers have freedom to blend the video wall into the space — not add it on as an afterthought.

The most innovative properties have begun to push the boundaries of what it means to be a hotel with great art, including The Cosmopolitan Hotel lobby in Las Vegas where Samsung displays are used to form a digital art installation that combines architecture, contemporary art and technology for an unexpected guest experience.

And best of all: guests love this trend. A 2018 survey conducted by nonprofit Americans for the Arts⁶ showed that 72-percent of respondents said they enjoyed the arts in “non-arts” venues, including hotels. With today's new digital display tools, it's easier than ever to make those guests happy.



Conclusion

The best of today's in-room interactive TV ecosystems leverage new display innovations and new networking options to bring the guest room into a robust facility-wide network, empowering the guest with more personalized tools, and putting your IT department back in control. Starting with the in-room TV itself, the use of new generation TVs — including stunning products like Samsung's QLED display technology — has raised the bar for what the room guest now expects. QLED uses quantum dot technology for 100 percent color volume, deeper contrast and exceptional brightness, and is enabled by the new Tizen 5.0 operating system — and it's now available for the hotel guestroom.

Bottom line: Your guest expects the same quality TV in their guest room as what they enjoy in their living room. But no

in-room display ecosystem succeeds on the TV alone. Guests also expect seamless access to a wide array of content. Fortunately, the most effective content management systems, combined with system-on-chip (SoC) enabled TVs, now make it easier to deliver a wide array of content — including personalized content — to the guest in their room.

Best of all, your property's IT and content managers now have more options for — and control over — that delivery, depending on your facility's needs. Options include enabling OTT consumer content apps that can be authenticated, securely, for use by the guest in the room; standard set-top box delivery and all-IP delivery that integrates in-room; and public space control for easier facility-wide IT integration.



Learn more about digital signage in hospitality by clicking [here](#).

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Footnotes

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