



**DIGITAL
HOSPITALITY SOLUTIONS**

INTRODUCTION

For 11 years we have been committed to delivering innovative visual solutions for customers across the world in a wide range of industries. Whilst every customers' objectives are varied, all have valued our focus on delivering true solutions for their needs. We like to think outside the box and ensure we put our clients at the forefront of technology when approaching any project.

Our technology is used by thousands of customers every day and has been chosen by some of the leading brands of the world both for the quality and service levels received.

For the hospitality industry we are in a unique position to be able to offer an extensive range of technological solutions to both broadcast your message in a dynamic and eye catching way, increase recall of message and influence guest behaviour, plus the ability to interact directly with your target market all whilst controlling your messaging from a local, regional or international level putting you & your marketing team in total control.

This document outlines some of the targeted solutions we can offer your industry and how these can best be applied however this represents just a small proportion of what we can offer your business and would be happy to discuss specific requests directly.



"Our Resort is an iconic 5 stars development with all integrated services and facilities from a Golf Course to a Spa. This means a lot of communication but most important clear communication to our different guests. On top of this we also have Real Estate. The TOPAZ Digital Freestanding screen is the perfect solution to communicate effectively and with dynamic content underpinned by the expertise of Digital Media Platforms and their team."






Bruno Silvério
Digital Marketing Manager
Pine Cliffs Resort, Portugal



DYNAMIC SOLUTIONS FOR EVERY ASPECT OF YOUR HOSPITALITY ENVIRONMENT



STRATEGICALLY POSITION DIGITAL SIGNAGE THROUGHOUT YOUR VENUE TO ENHANCE GUEST EXPERIENCE, MAXIMISE CROSS-SELL OPPORTUNITIES FOR YOUR FACILITIES & PROMOTE SPECIAL OFFERS TO YOUR CUSTOMERS

-  Freestanding Broadcast Information
-  Touchscreen/Virtual Concierge
-  10" Counter Top Display
-  Video Wall
-  Wall Mounted Displays

We understand the importance of effective communication with your guests and we know that 'one size does not fit all' that's why we offer tailored solutions, all leveraging the power of our technology & years of experience to ensure your business benefits from the very latest in digital technology whilst enhancing your communication and improving your bottom line.

Above is an example of how varied the applications can be but regardless of your goals with our technology we can deliver the results you desire.

LOBBY SOLUTIONS

Your Lobby is arguably the most important location for both the guest & for your communication, first impressions count and strategically positioned digital signage provides a very professional feel and engages your customers when you need it most. We offer four main solutions for your lobby all of which ensure you are delivering high impact, engaging messaging at this critical location.

- **FREESTANDING SCREENS**

- **VIDEO WALLS**

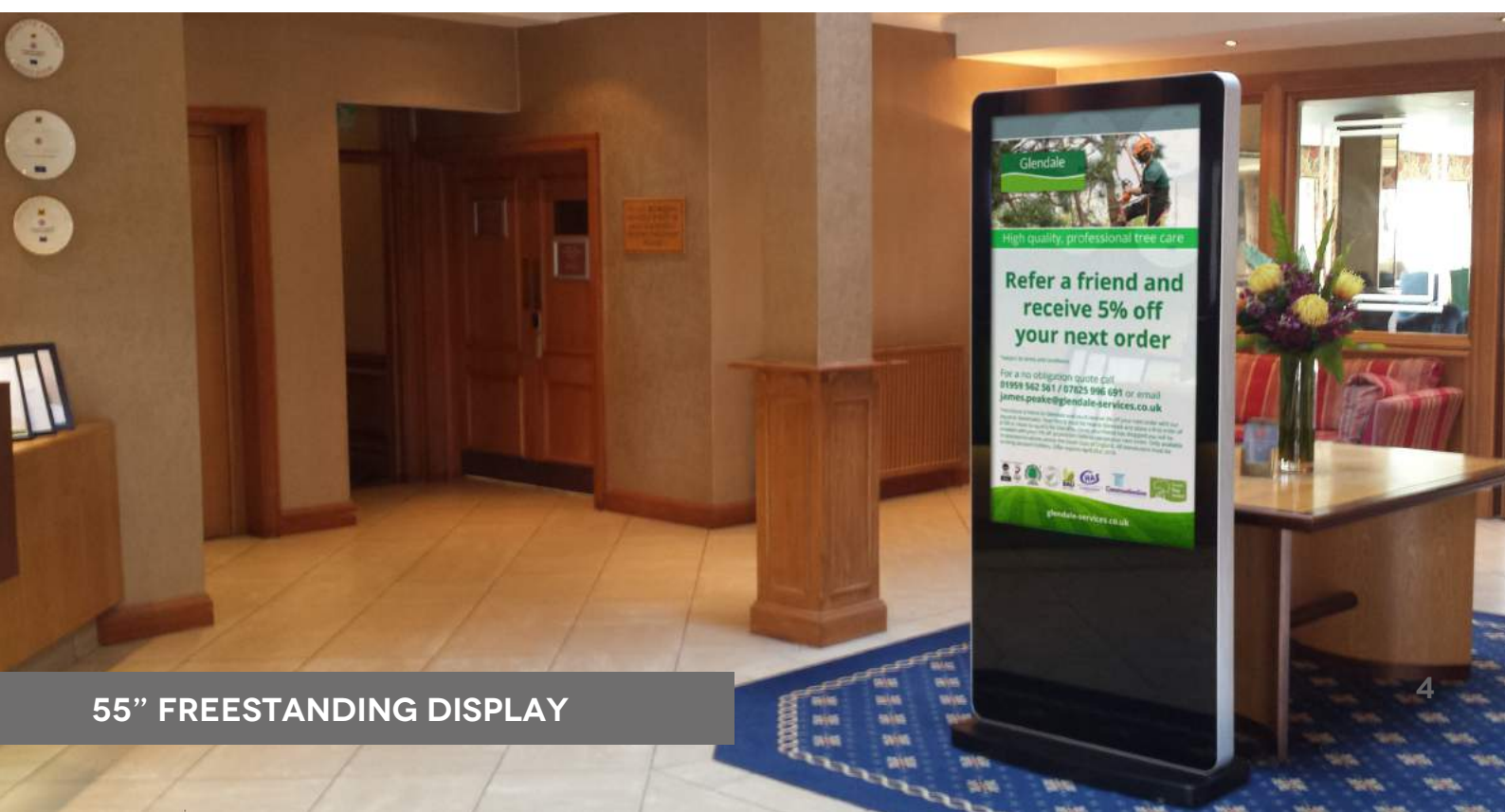
- **VIRTUAL CONCIERGE**

- **COUNTER TOP DISPLAYS**

FREESTANDING SCREENS

When first impressions matter there is no better solution than our Freestanding Screens, simply requiring power these powerful displays enable you to broadcast dynamic and engaging messaging all in an eye catching and striking form that instantly captures a guests attention.

With the ability to display information & promotional messaging you can ensure a guest is receiving the latest information relevant to their stay, plus with the ability to show news, weather or sport you can keep them entertained as well! Customers regularly comment on the striking design and it is this coupled with the power of our technology that make these screens such a key part of your lobby signage.



55" FREESTANDING DISPLAY



2X2 VIDEO WALL DISPLAY

VIDEO WALL

For any venue looking to create a focal point in their lobby a video wall enables you to make a BIG statement! Ideal behind a reception desk or on another large space to dramatically uplift the feel of the venue to one that is contemporary & technologically savvy.

Surprisingly costing less than you would think the advantage is that these video walls are built to your configuration and you can choose the optimum number of screens for the space available. Show high impact visually immersive graphics to really wow your guests.



VIRTUAL CONCIERGE

A 'must have' for all forward thinking venues a virtual concierge does not replace the personal touch of your current concierge offerings but instead enhances them! Providing guests with information at their fingertips such as restaurant information & reservations, local amenities, weather forecast and excursions....the possibilities are endless! What's more this virtual concierge is created as a dedicated solution for your venue, so you are in total control as to the services being offered to guests.

Used in conjunction with any of our Interactive Screens this custom software solution enables you to build lasting impressions for your guests whilst ensuring there is always concierge services available 24/7





10" COUNTER TOP DISPLAY

COUNTER TOP DISPLAYS

The ability to communicate to guests in a dynamic way extends beyond the main lobby screens, when space is tight such as on a reception desk your communication still matters! Small yet informative, our 10" counter top solution is again Wi-Fi enabled so content can be easily sent out from the back office. Ideal to highlight upsell opportunities such as room upgrades, they are small and subtle but through their dynamic graphics extremely powerful communication tools.





£59 Taster Spa Day

Back by popular demand, our Taster Spa Day is just £59 midweek throughout August and September.

The Taster Spa Day includes two pampering 25 minute treatments, a two-course lunch in the Pavilion and full use of the leisure facilities.

Subject to availability. Terms & conditions apply.

Contact the Lifestyle Club to book by calling 01572 787 057 or email spa@stapleford.co.uk

Tel: +44 (0) 1572 787 057 Email: spa@stapleford.co.uk Website: www.staplefordpark.co.uk



SPLASH TIMES

Monday	10.00 - 11.30 and 15.00 - 17.30
Tuesday	10.00 - 12.00 and 15.00 - 17.30
Wednesday	10.00 - 12.00 and 15.00 - 17.30
Thursday	11.00 - 12.30 and 15.00 - 17.30
Friday	10.00 - 11.30 and 15.00 - 17.30
Saturday	09.00 - 11.00 and 15.00 - 17.30
Sunday (& Bank Holidays)	09.00 - 11.30 and 14.00 - 17.30



42" ASL DISPLAY

LEISURE

Areas of static footfall such as gyms and spas are a great place to implement digital signage. Using screens to inform, entertain & educate guests will act as your silent salesman - ensuring your messages get seen whilst also providing important information such as opening times and class schedules.

Sleek & Stylish, our Wall Mounted and Freestanding displays compliment these areas perfectly whilst our Touch alternatives allow for user interaction.





42" ASL DISPLAY

FOOD & BEVERAGE

Bars & restaurants are now one of the first areas that venues look at when implementing digital displays due to the flexibility in deployment usage.

Whether the venue wants a digital menu board, counter advertising, a high impact statement such as a video wall, or a range of other screens, our stylish products ensure that these are not just another 'screen on a wall' but a piece of furniture that adds to the overall flow of an environment.



DJS ON A FRIDAY / SATURDAY NIGHT

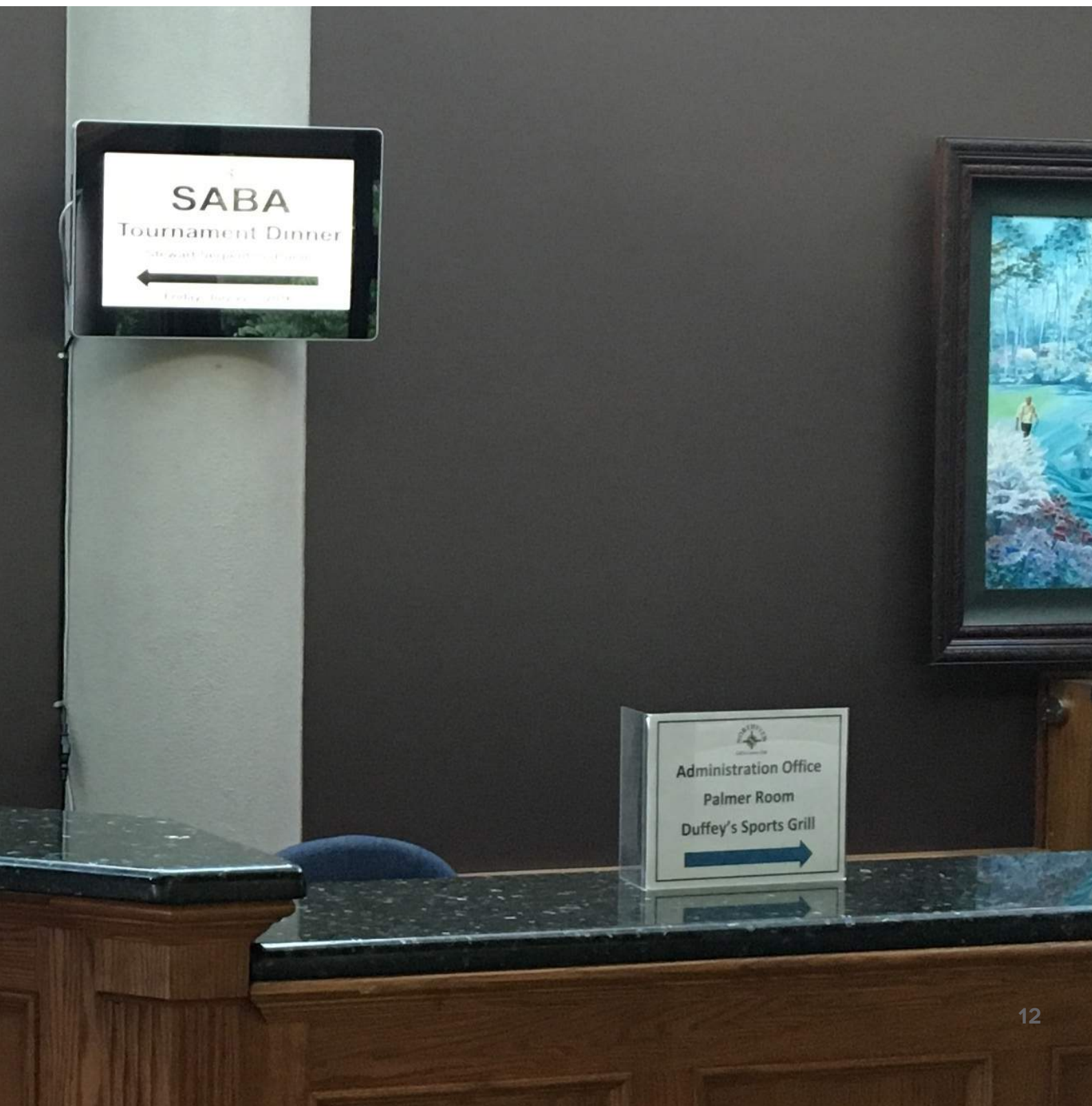


CONFERENCE ROOMS

Using the standard print out or poster to show the name of a conference room and who is using it is an extremely cumbersome way of informing guests.

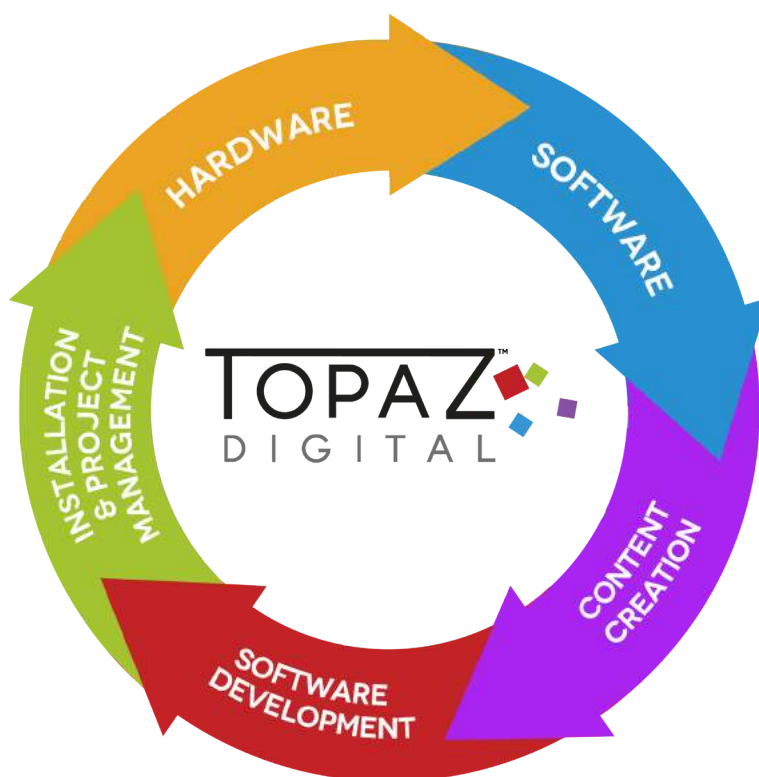
By using a Small Format display such as a TOPAZ 10", 19" or 22" SL allows you to update all the usual information and any additional information required all at the touch of a button.

Companies using hotel conference rooms love to see their corporate logo alongside a personal welcome to delegates and, as this is all displayed on a stylish display, always gets noticed.



FULL TURNKEY SOLUTION

TOPAZ Digital is a valued added manufacturer which means we deliver far more than just powerful hardware and engaging software, we complete the jigsaw for all the other key components required when deploying effective visual communications. With our years of experience our team can assist in deploying the right solution for your location to maximise results, create dynamic content to immerse your guests and even complete the full installation so you have one point of contact for the entire deployment.



INSTALLATION & PROJECT MANAGEMENT

For any project large or small experienced project management ensures it runs successfully, on time & on budget, our teamwork with customers around the world to they get maximum benefits out of their deployment and through close consultation ensure total satisfaction at all stages of the project, plus with our installation services they manage everything from enquiry to completion.

HARDWARE

Our commercial grade hardware is used by thousands of customers around the world ranging from small businesses to international brands, all of which appreciate the personal service, inclusive warranty and our ALL INCLUSIVE approach including everything you need for one low price on day one!

SOFTWARE

Our inclusive TOPAZ CMS software which is included with the purchase of all broadcast displays is enterprise grade.....this means it is intuitive to use but also extremely powerful enabling you to micro manage down to individual screen level or as a wider group of screens, ideal for any venue deploying multiple screens or chain looking to have central marketing control.

CONTENT CREATION

Our experienced graphics team work with clients at all stages of the project, from delivering artist impressions for possible deployments to creating immersive graphics to go on your screens when live

SOFTWARE DEVELOPMENT

We don't believe one size fits all which is why our team can assist you in developing a custom solution for your venue, our virtual concierge is a good example of where our software developers will work with you to ensure the deployed solution ticks all the boxes



BROADCAST SOFTWARE

The power of our solutions is underpinned by our Fully Inclusive Enterprise Grade software suite which enables you to control and manage all of your broadcast displays regardless of size and location from one cloud based platform. This equips head office to control regionally, nationally and even internationally and through the intuitive interface and micro-management options you can push content across your entire network or down to an individual screen all at the touch of a button.

TOPAZ CONTENT MANAGEMENT SYSTEM (CMS)

- Manage your content through our **cloud based** content management system from **anywhere in the world**.
- User control enables you to **manage your users** & control who in your organisation has access to update specific areas.
- Clients are issued with a username and password for our **secure web portal**, where they can **upload their content** at the click of a button which is stored on our **secure server**.
- Utilize **zoned templates** to present your videos, images, scrolling text messages, web pages and live RSS feeds.
- Create multiple playlists to determine exactly when the **relevant content** is displayed.
- Update your screens **individually** or in **groups**, **manually** or **automatically** depending on your requirements.



CREATE CUSTOM LAYOUTS

Choose from one of the pre-designed templates or create your own layouts using zones such as video, images, text, web pages, weather and more!

This allows you to deliver targeted content and display your messages exactly how you want to!



POPULATE YOUR LAYOUT

Upload your images and videos and simply drag and drop into your created zones to create your playlist!

Text zones can also be populated through linking to external RSS feeds or custom messaging – ensuring your messages are targeted as well as informative!



UPDATE YOUR SCREEN FROM ANYWHERE

Content can be uploaded and managed from anywhere in the world via our secure web portal. Simply log in, upload your images and videos to our secure server and send them directly to your screens.

ENTERPRISE GRADE SOFTWARE SOLUTION WITH NO RECURRING COSTS!

- Manage Users & their access rights
- Organizational tree allows easy management of large networks
- Full accountability with reporting tools built in
- All updates included for life of display



CONTACT US FOR FURTHER INFORMATION & PRICING

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