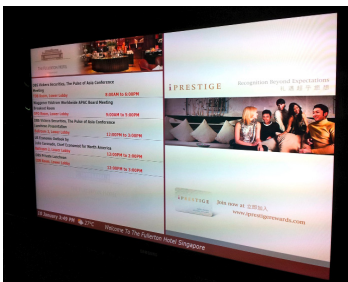


# Digital signage for the hospitality industry



## Hospitality Sector

Our digital signage solutions are flexible enough to cater to almost any hospitality requirement. We recognize that giving customers up-to-date information is crucial, and our signs achieve this through colourful, interesting, even animated displays. Prices can be updated, new services promoted—it's even possible to schedule and plan meetings and events using our signEvent Module.

## Better Communications Throughout the Hospitality Industry

Once upon a time, not so very long ago, people would arrive at a function and immediately look for the notice board to tell them which room the event was being held in, the speakers who would be appearing and what times the various sessions would be starting. If those people had any questions, they had to hope someone would be around to lend assistance, or worse, they'd have to go searching for answers.

A signBox digital signage solution can serve as a virtual hotel concierge, displaying directions, activity schedules, restaurant menus and opening hours, and local attractions for guests. Interactive kiosks can even confirm room reservations and take visitors' payments, thereby speeding up the check-in process and freeing up staff to look after other matters. In-room displays can be used to market hotel amenities such as restaurants, spas, fitness centres or in-house boutiques. Large screens in the lobby can display messages of congratulations to wedding parties, and direct wedding guests to the appropriate reception room. Having the newest and best amenities is wasted if visitors to a hotel don't even know of the latest services available.

A signBox solution is the most effective way to constantly advertise and promote what the hotel has to offer.

*(continued overleaf)*

“Specialising in state-of-the-art digital signage solutions, Signbox Microsystems can transform the way your company communicates.”

NOTE: Specifications are subject to change without notice. While all due care and attention has been taken in the preparation of this document, Signbox Microsystems Pte Ltd shall not be liable for any inaccuracies or omissions which may occur herein.

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## What Else Can Digital Signage Solutions Do?

Think bright lights, dynamic and attention grabbing images and personalised messages. The possibilities for using this kind of high impact visual material are literally endless. Promote local events, advertise a new product or service, announce a new hotel rewards program, or let visitors know a cyclone or storm is on the way! Entertain people who are waiting to be served with video clips, or keep them up to date with the latest news and sports results. Greet convention delegates, or direct businessmen to their appointed meeting rooms without them having to ask a staff member how to find it. Think of all the things that could be communicated to visitors and customers if only the time and staff were available. By using a signBox display, there's no need to say "if only" any longer.

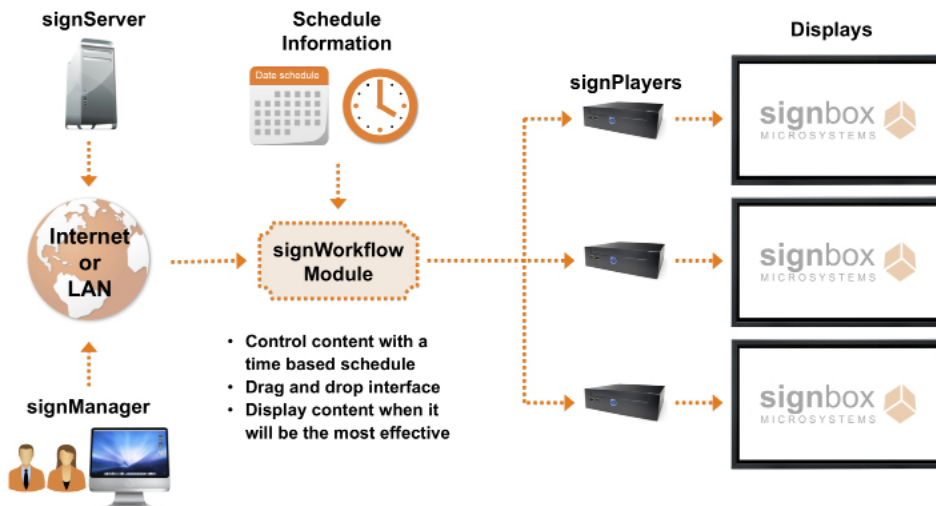
## Hidden Benefits

With traditional communication tools like brochures, posters and leaflets, whenever content details changed, considerable costs were incurred in reprinting new material and disposing of the old. In addition, getting new printed material took time. With a signBox digital display solution, there are no printing costs to contend with, and delays in getting new messages out to the public are a thing of the past.

It's also true that some advertising is more effective than others. When the information is presented on a digital screen, its effectiveness in terms of customer reaction is more easily measured. Should a marketing idea not be achieving the desired results, it's a simple matter to change the message, without incurring additional costs, and within minutes of the decision being made.

If a company owns and operates two or more hospitality venues, the flexibility of a signBOX digital solution allows different messages to be displayed on different screens at different venues, all being controlled from a single location or locally if desired. Alternatively, promotions for one venue can be advertised in other locations, thereby increasing the exposure of all corporate properties and increasing opportunities of driving customers to other company locations.

## Signbox signSchedule Module



For further information please contact Signbox Microsystems or an authorised Signbox dealer.



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