



Streamlined Visual Communication at **AZIMUT HOTEL**

The Azimut Hotel is a new 4-star business-class hotel at the heart of Moscow. Azimut chose **SpinetiX technology** for its versatility, ease of use and reliability track record.

The hotel design and equipment follow a concept that Azimut staff refer to as SMART (Simple, Multifunctional, Atmosphere-creating, in Rhythm with city life, and Trendy). Azimut's 475 rooms and 8 conference halls are all equipped with cutting-edge multimedia equipment.

Challenges

The hotel management was looking to streamline visual communication with visitors and guests. In particular, there was a need of a reliable and easy-to-use integrated system that allows to:

- **Inform visitors** about the services and offers of the hotel
- **Greet groups** and VIP guests
- **Provide information** on the schedule of conferences, excursions, local features, entertainment
- **Stream** live sports events
- **Display messages** related to safety in case of emergency
- **Create and update** content easily from a unified location
- **Be operable 24/7** with low maintenance

Solution

To answer the challenge, Azimut chose SpinetiX technology including **HMP hardware players** together with **Elementi digital signage software** to streamline visual communication with visitors and guests. Azimut's internal IT specialists independently developed the project - from planning to installation to configuration.

SpinetiX HMP players for displaying screen content.

SpinetiX HMP players were chosen for their uninterrupted 24/7 operation capability, lack of moving parts, their ability to automatically restore in case of power loss, and no maintenance requirements. 23 SpinetiX HMP players work with 12 LG professional panels in both landscape and portrait configurations as well as with the hotel's internal television network comprising of 482 TVs.

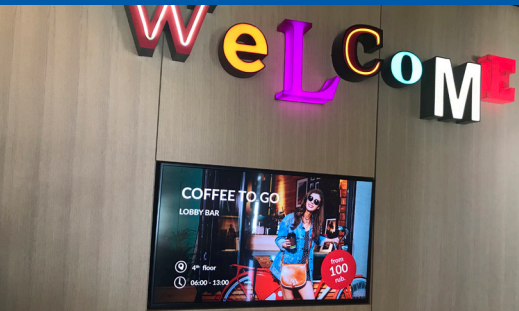
The union of reliable technologies provides the hotel with a high margin of safety in case of emergency situations – especially important for a building hosting thousands of visitors, guests, and staff daily.

Elementi software for content creation.

Three staff members work with the content creation system comprising of a post with SpinetiX Elementi digital signage software.

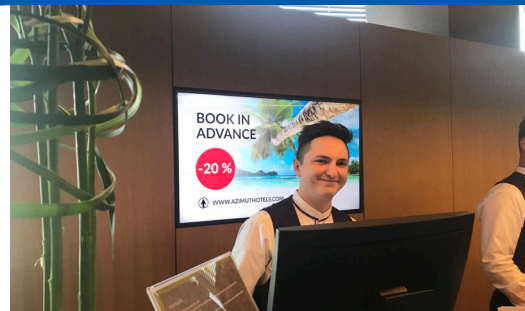
A single person administers the software and creates the content.

Two staff members act as operators updating content exclusively in the hotel's conference room areas.



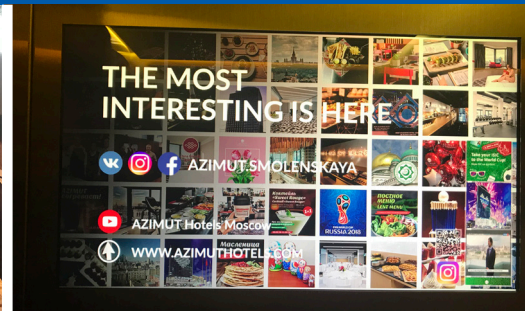
Lobby

Two info-panels greet guests right at the door. The screen displays live weather and visitor information.



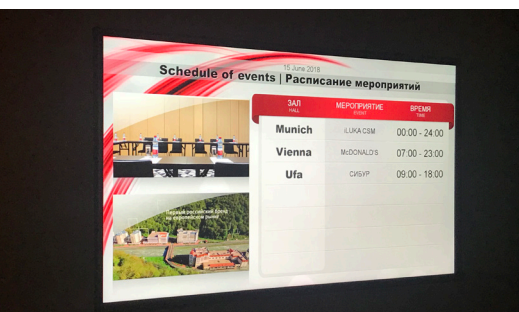
Reception Area

The screen at the reception desk shows a welcome video, hotel-service information as well as active promotions.



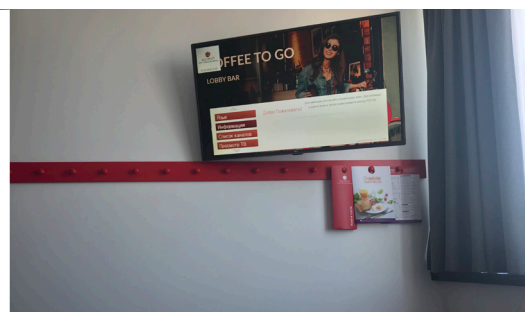
Elevator

In-elevator screens with advertising entertain and inform guests on the go, without causing irritation.



Conference Hall Area

Eight screens installed next to each meeting hall. Each screen is individually controlled with branded event information: name, time, hall.



475 Hotel Rooms

One SpinetiX HMP 300 player is connected to the hotel TV system, allowing unmatched content-creation capabilities for special promotions and paid-ad broadcast over the hotel's internal TV channel.



Restaurant

HMP players and screens throughout the restaurant are used to support ongoing restaurant activities and to stream live TV.

Results

A new streamlined visual communication channel.

The easy preview, intuitive publication, and flexible update of on-screen content enable hotel teams to be agile in using both scheduled or on-demand content consistent with visitor and guest expectations.

A highly integrated system that is easy to manage.

The combination of powerful **HMP hardware** and intuitive **Elementi software** allows to quickly manage content remotely and simultaneously on all devices from a centralized location. The software interface is intuitive and user friendly.

Reduced maintenance costs.

HMP players are easy to install, don't take up space and are very robust, as they have no moving parts. This along with Azimut's positive assessment of their interaction with SpinetiX tech support ensures savings on maintenance costs.

Scalable future-facing solution.

There are more than 100 HMP players currently installed in Azimut Hotels chain in total. With 23 HMP players currently in operation, Azimut Smolenskaya will install 11 additional SpinetiX players in 2019.

"We had previous experience with SpinetiX equipment in another Azimut hotel. We knew the solution would fulfil all our expectations. And it delivered."

Nikita Puzanov
Information Technology Specialist



PARTNERS

Azimut hotel IT department – project integrator
PWV – SpinetiX Authorized Dealer
DStools – SpinetiX Distribution Partner