



© 2018 Koninklijke Philips N.V. All rights reserved. Specifications are subject to change without notice. Trademarks are the property of Koninklijke Philips N.V. (Royal Philips) or their respective owners.

philips.com/professionaldisplaysolutions

PHILIPS

Professional
Display Solutions

Book of case studies



Philips collaboration

It's about connection. Communication. Partnering to increase opportunities and affect a better outcome. Sharing ideas, expertise and innovations so they can grow and evolve into actual solutions that benefit everyone involved.

Over the years, we're proud to have collaborated on projects with some of the world's best brands & minds.

Here are a few of our stories.

01

Hospitality

Giving guests more reasons to smile

Renowned for their comfort and friendly service, and popular within the global business community, Spanish hotel chain ABBA Hotels has been servicing the world for over 18 years. Their goal? To give each and every guest more reasons to smile.

Recognizing that advancements in technology had redefined the way people choose their short stay bookings, ABBA Hotels partnered with IpmasD Hospitality Solutions and Philips Professional Display Solutions to upgrade their hotel rooms across Europe.

They custom fit each room within the hotel chain with the latest Philips displays – ranging from 32” to 55” Studio and Mediasuite models. Moving entertainment from the superseded analogue variety to the latest digital suite meant that guests could now enjoy High Definition displays with more channels, more options, and better connectivity. Which meant more smiles all round.

Benefits

Future-ready: Smart connectivity opens up a world of possibilities with new features to the TV suite easily deployed via streamlined roll outs.

Partner support: The team at Philips Professional Display Solutions are always ready to assist with any support queries and new demands.

Energy efficient: Very low consumption screens to reduce long-term running costs


Single brand installation: Staff can update any, or all, displays within the chain with ease


“We trusted Philips with the migration of our Digital Television System, and they responded accordingly to our requirements.”


Damian Melero – CIO, Abba Hotels




 **Client:** Abba Hotels S.A.

 **Partners:** IpmasD Hospitality Solutions

 **Project:** Complete upgrade of entertainment and display suite

 **Location:** Spain, Germany, United Kingdom, and Andorra

 **Products:** Philips Studio and Mediasuite 32” to 55” 1070 units in total



Maximising guests options

A great night's sleep in a clean room at a great price. What could be simpler?

Bringing easyJet airline's famous concept to the world of hotels, easyHotel is an international super budget hotel chain with a 'pay for what you need' system. Sleep essentials are provided by the hotel, and guests are invited to customize their stay with a range of options based on their budget and needs.

So when easyHotel wanted help employing their philosophy to a TV set up for 234 rooms, across three hotels, spanning London, Birmingham and Manchester, Airwave Europe immediately recommended the Philips MyChoice system.

Commonly used in the medical industry – particularly in hospitals offering patients premium TV channel options and new pay-to-watch TV systems – the MyChoice system meant providing only the extras each individual guest wanted couldn't be easier.

Benefits

Pay-as-you-watch TV: Guests enjoy consistently low hotel room prices by choosing only what they want to use.

Complete control: The CMND Display Management Platform lets hotel staff easily control their fleet of displays – whether it's one screen or all.

Energy efficiency: Low power consumption screens means lower operating costs and a bigger step towards a greener tomorrow.

Easy deployment: Philips Professional Display Solutions easy deployment and installation provides each hotel with their exact needs.

Affordable solution: A custom set up delivered within budget.


Modern minimalism: The in-room TVs replace the hotels' traditional pamphlets and general information folders – minimizing paper wastage and cost while providing a neater and more modern feel.





“Philips Professional Displays had the perfect solution for what the easyHotel brand was looking for.”

James Grant – Marketing Manager at Airwave Europe

 **Client:** Airwave Europe for easyHotel

 **Project:** MyChoice TV system for the easyHotel

 **Location:** London, Birmingham, and Manchester

 **Products:** 24" and 32" HFL3010T (234 units)

A warmer welcome through enhanced interaction

Kimpton Hotels, part of the Intercontinental Hotels Group (IHG), is one of the most upmarket boutique chains in the US. So when IHG decided to enter the European market, they knew their renovation and rebranding of the former Crowne Plaza hotel known as the Kimpton De Witt Amsterdam needed to make a similar impact.

Their refined concept was inspired by Dutch design and enriched with cutting-edge display solutions. Partnering with Nonius Hospitality Technology and Philips Professional Display Solutions, each room was fitted with a 49-inch display, welcoming guests from all over the world in their own preferred language. To make the stay extra comfortable, they could enjoy up to three TV channels of home-country programming, in addition to regular satellite choices and Chromecast connectivity.

But the biggest win – for guests and management – is the availability of direct communication streams. Under the Nonius and Philips solution, guests and hotel staff can contact each other directly via the in-room display. Little touches with a big impact.

Benefits

Direct communication streams: Guests & hotel staff can connect via the interactive in-room displays. Communication can be made in their preferred language, breaking global barriers.

Easy content updates: Events, promotions and city information can be pushed directly to the entire fleet of TVs or to specific rooms.

Chromecast connectivity: This 'use your own device' feature lets guests enjoy content from their smartphones and tablets easily and without restriction.

Ultra-quick and affordable solution: Philips Professional Display Solutions provided ultra-quick deployment and installation – working within budget – allowing the hotel to be set up and ready to go in breakthrough time.

Customisable TV channels: Individual rooms feature native TV channels based on each guest's country of origin (as well as standard satellite programming). Company logos and agendas can also be added for business guests.



"The Philips team was able to develop a complete interactive solution for us within a very short amount of time."

Hans Kleefman
– Sales Director Europe of Nonius



Client: Nonius Hospitality Technology (Nonius) for Kimpton De Witt Amsterdam

Project: Interactive platform for hotel guests and management

Location: Amsterdam, Netherlands

Products: 49HFL5011 (282x)
55HFL5011 (5x) 43HFL5011 (10x)

Guldsmeden takes boutique hotel concept to next level

Guldsmeden is a fast-growing chain of boutique hotels with an emphasis on luxurious simplicity, what it calls “happy hostmanship”, an unpretentious atmosphere, and uncompromising sustainability. Today the group, founded in 1999, has six hotels in Denmark, one each in Norway, Iceland and Germany, a luxury villa in the south of France, and a luxury resort in Bali.

The company has more hotels in the pipeline, so when our Nordics reseller partner Hospitality Partner approached Guldsmeden with a proposal to supply Philips Android™-based TV solutions for its new conversion and refurbishment projects, Guldsmeden was interested.

The concept was to support Guldsmeden in an ongoing relationship based on supplying advanced Philips MediaSuite TVs, excellent content, and maintaining an ongoing, value-adding relationship. Guldsmeden was seeking a supplier that would do more than “move boxes”, so the Hospitality Partner/Philips combination ticked all the right boxes.

Benefits

More than a TV: The Philips CMND platform featured in our MediaSuite range comprises four ‘modules’: CMND & Deploy, CMND & Create, CMND & Control and CMND & Check-in.

Rapid rollout: Thanks to the CMND platform, Hospitality Partner can simplify and accelerate deployment and quickly create and manage content to engage and inform Guldsmeden’s guests.



Brand promotion: Guldsmeden can easily promote each hotel’s facilities – dining, spas, conference rooms – and provide a marketing channel to cross-promote the other hotels in the group.

Future-ready: Guldsmeden can use the CMND platform to add CMND & Check-in property management services if and when it wants.

“Guldsmeden are delighted. They had another TV manufacturer in mind, but we recommended Philips and they are really pleased with the stylish design and the possibilities of the Philips CMND platform.”

Kim Simonsen – Hospitality Partner



-  **Client:** Guldsmeden Hotels
-  **Partner:** Hospitality Partner
-  **Project:** Providing in-room information channel solutions to new and existing properties
-  **Location:** Denmark, Norway, Iceland, Germany, France, Indonesia
-  **Products:** Philips 43-inch & 49-inch MediaSuite Android™ Smart TVs featuring the Philips CMND system for connected professional displays

Reinvigorating the hotel industry

Nestled amongst a medieval Monastery in Spain, Hotel Sant Cugat prides itself as a modern, comfortable retreat providing convenience, service, and personal attention. Offering guests what they need, when they need it.

Attending to every guest as quickly as possible could at times pose a challenge with limited staff to guest ratios. So the Hotel Sant Cugat wanted to find an innovative way to enhance their guests experience with real-time information and services, while also reducing paper wastage and printing.

The Plan? To empower each and every guest with instant service – in multiple languages – at any given time.

HotelUp Interactive Room Service and Philips Professional Display Solutions equipped each room with its own 10-inch touchscreen display, allowing guests to contact staff, order room service, explore local sites, and more. Moving beyond passive in-room entertainment to create a customized experience that leaves guests feeling more valued.

Benefits

A more personal guest-staff communication: From ordering food to asking for fresh towels, guests can communicate with staff at any time in their preferred language without worrying about miscommunications.

Central control makes life easier for staff: From remote upgrades, to easy content updates, to Power over Ethernet (PoE) screens that turn on automatically when guests scan their key card to enter their room— and power off when they leave — allowing staff to know when guests are in their rooms without disturbing them.






Ultra-quick and easy deployment: System deployment & operation to content creation & system maintenance, all via one drag and drop interface.

Energy efficient: Very low consumption screens reduce long-term running costs.

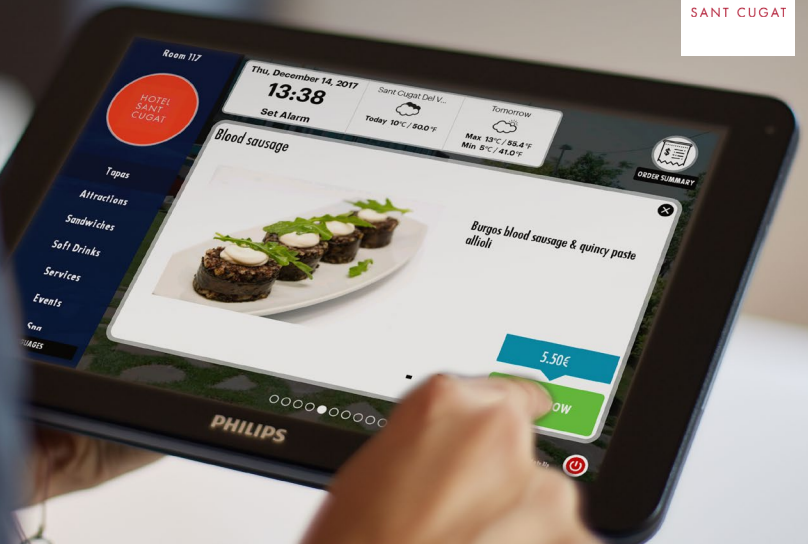
Non-intrusive advertising: Provides the hotel with revenue to cover the costs of investment.

“Philips Professional Displays are designed to work 24/7. They’re robust, stable and feature Power over Ethernet. It’s a professional display, and that’s exactly what we need.”

Ofir Ben-Ami
– Director at Mediaup Tech SL.

-  **Client:** HotelUp Interactive Room Service (Mediaup Tech SL.) for Hotel Sant Cugat
-  **Partners:** SmartAdTV.com and Neo Advertising Spain
-  **Project:** Interactive platform for hotel guests and management
-  **Location:** Barcelona, Spain
-  **Products:** Philips Multi-Touch 10-inch displays (100 units)

HOTEL
SANT CUGAT



Lalandia adds new value for its guests

Lalandia waterpark in Rødby, Denmark, is Scandinavia's largest aquatic theme park, and promises endless fun for all the family. To support its leading position in a competitive segment of the hospitality market, Lalandia is constantly innovating. It also works closely with its accommodation provider, Grundejerforeningen Skansen. This homeowners' association represents the private individuals who actually own the homes in which Lalandia's guests stay.

Smart, modern accommodation is a key ingredient in the holiday experience, and Lalandia Rødby and Grundejerforeningen Skansen could see that the TVs in the park's 750 holiday homes were starting to look a little dated and approaching the end of their lives. The two parties therefore approached our Nordics partner, Hospitality Partner, to see what they and we had to offer. Hospitality Partner suggested going beyond a simple one-for-one TV replacement programme. Instead, it proposed a full information channel concept, based on the Philips MediaSuite TV solution with the Philips CMND platform.

Benefits






Stylish, based on Android™: Philips MediaSuite TVs not only look super-stylish, they offer lots of connectivity and other possibilities thanks to Android SOC.

Fast, simple rollout: Hospitality Partner used the Philips CMND platform to simplify and accelerate deployment, create and manage the content that guests would see, and set and control settings across the park's TV network.

Brand-building: with CMND, Lalandia can promote activities in and around the theme park and provide valuable information about eating options, nearby attractions, things to do and other, general information.

Potential revenue stream: Lalandia and its homeowner partners can potentially use the TV-based information channel concept to increase revenue-per-guest, should they wish in the future.



-  **Client:** Lalandia theme park and the Grundejerforeningen Skansen homeowners' association
-  **Partner:** Hospitality Partner
-  **Project:** Upgrading 750 TV sets and creating an information channel for holiday home guests
-  **Location:** Rødby, Denmark
-  **Products:** Philips 32-inch & 40-inch MediaSuite Android™ Smart TVs featuring the Philips CMND system for connected professional displays

"Philips is by far our preferred partner. The product is good, and so too is the service and support we get, and Philips is more proactive towards the hospitality industry than other brands are."

Kim Simonsen – Hospitality Partner

02

Public
venues

A window into the world of giant Pandas

On May 30th, 2017, Ouwehands Zoo gave visitors their first glimpse of two much-anticipated residents: giant pandas Xing Ya and Wu Wen. As part of a special partnership between the Dutch and Chinese governments, this pair will spend the next 15 years in Pandasia, their stunning custom-built home located in the Netherlands. It has all the comforts a panda couple could desire, including a veterinary clinic, bamboo storage facility and a nursery. The complex reflects the pandas' homeland, with buildings constructed using traditional Chinese methods and colors.

Ouwehands Zoo put just as much care and attention into creating a memorable experience for their visitors who are flocking to Pandasia – which is currently the only place in the Netherlands where one can see giant pandas.

During the process of designing the attraction, the zoo wanted to add a unique way for visitors to be entertained and informed during their wait. They envisioned an outdoor video wall, but didn't have exact specifications. Their most important requirement was finding a partner that could think collaboratively, work well under pressure, and deliver a custom solution – fast, and within budget.

Businesspoint was exactly the kind of partner they were looking for. Using Philips displays, they came up with a case design that could stand up to ever-changing weather conditions, and found a factory willing to produce it on short notice. Normally, a custom-made, 500-kilogram concrete case would take 12 weeks to build. Not so for Businesspoint. They were able to deliver the one-of-a-kind, weather-proof video wall installation in just six weeks!

Benefits

Information and entertainment: The video wall offers a new way to share information with the thousands of visitors waiting to see the stars of Pandasia.

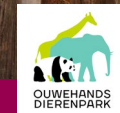
Real-time interaction: Using narrowcasting, the panda's caretakers can stream presentations and give live updates on Xing Ya and Wu Wen straight from the enclosure. It's also possible to connect directly to researchers in China.





Worry-free connectivity: The custom concrete housing protects the video wall from the Dutch weather, while Businesspoint handles all the ongoing maintenance.



"We were very pleased that we could implement this unique project using the latest Philips Professional Displays. For this exciting new attraction in the Netherlands, working with a Dutch electronics brand was a natural choice."

Roel Bonants
– Owner and Director of Businesspoint



-  **Client:** Ouwehands Zoo
-  **Project:** Video wall for Pandasia attraction
-  **Location:** Rhenen, Netherlands
-  **Products:** 4 Philips professional 55 inch displays (BDL5588XH – 700Cd with a 3,5 mm bezel)

Reaching new heights

Zwin Natuur Park is a sanctuary for thousands of exotic birds and the people who love to visit them.

Founded in 1952, families and enthusiasts from around the world have been visiting 365 days of the year to experience the beauty of its birds and plants. As a natural park spread over a whopping 200 hectares, it was difficult for visitors to explore all it had to offer – especially in the colder months. To keep visitors coming throughout the year, the Zwin Natuur Park needed an exciting revamp to make it more appealing as a destination to visit no matter the season.

To this end, Ocular worked with Philips Professional Display Solutions to develop unique interactive experiences to support the visitor journey. With Ocular's experience-oriented approach, they created an immersive and engaging visitor set-up. A multimedia hatch in the visitor center brings to life five new experiences using info booths and various games to bring guests up close and personal with the birds of Zwin. To ensure all their visitors – young and old – were represented, Ocular commissioned three versions of each game.

Benefits

Interactive display panels: Philips touch screens let guests explore more about the birds of Zwin.

Visitor guidance: Philips Professional Display info stations – including oversized videowalls – offer visitors easy to follow guidance and directions throughout the 200 hectare park.

Central control: Staff can easily push updates to one or all screens, providing a simple to use solution.






Interactive touch screens: Used as interactive gaming or info stations, they provide guests with engaging, hands-on learning which far exceeds the excitement levels of static posters and brochures.

Color calibration: On screen color calibration is easily adjusted to enhance image quality in various lighting environments, ensuring that the content stands out, is easily seen and engaging for its audience.

“Working with Philips Professional Display Solutions, visitors are now able to experience the birds of Zwin in a new dimension”

Nicolas Vanden Avenue – Director of Ocular



-  **Client:** Ocular BVBA for Zwin Natuur Park
-  **Partner:** Ocular and Madoc
-  **Project:** Interactive audio-visual installation that supports the visitor journey
-  **Location:** Knokke, Belgium
-  **Products:** Philips Q-line / Philips D-line / Videowall (50+ units)



A modern look at Belgian history

Located in the heart of Brussels, the focus of the BELvue museum is Belgium: its history, social-economic development and the working of its institutions.

With exhibits dating as far back as 1830, the BELvue museum wanted to find a way to continue to attract, engage and excite younger visitors looking to explore Belgian history through its seven social themes: democracy, prosperity, solidarity, pluralism, migration, language and Europe.

So in 2016 the BELvue museum partnered with Ocular and Pièce Montée to install an interactive exhibition that would captivate its audience regardless of their age.

A vibrant mix of researchers, graphic artists, art connoisseurs, and designers worked with the team at Philips Professional Display to create an innovative concept with a thematic focus instead of one with a traditional chronological approach. Each room in the museum now houses an interactive display that engages its audience, presenting images and sound recordings for heightened learning.

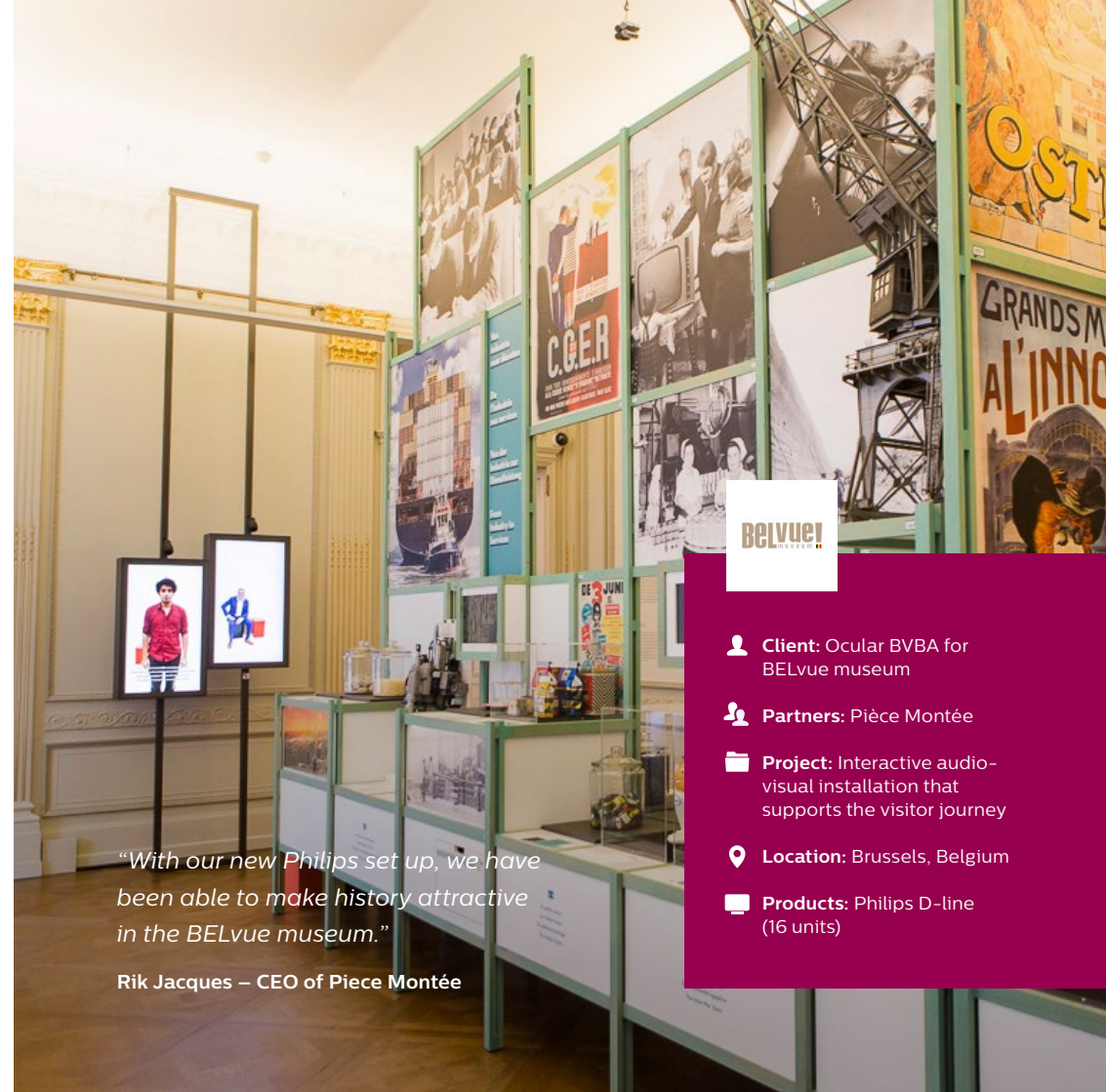
Benefits

Informative display panels: Visitors are able to interact – using their preferred language – with exhibits via an arrangement of Philips touch screens.

Central control: The simple to use solution lets museum staff easily push content to one (or all) screens, making additions to existing exhibits or updates for new exhibits a breeze.

Interactive touch screens: Providing visitors with hands-on content directly engages them and far exceeds the excitement levels of traditional static displays and brochures.


Color calibration: On screen color calibration is easily adjusted to enhance image quality in various lighting environments, ensuring that the content is visibly engaging and clear.




“With our new Philips set up, we have been able to make history attractive in the BELvue museum.”


Rik Jacques – CEO of Pièce Montée


BELvue!

 **Client:** Ocular BVBA for BELvue museum

 **Partners:** Pièce Montée

 **Project:** Interactive audio-visual installation that supports the visitor journey

 **Location:** Brussels, Belgium

 **Products:** Philips D-line (16 units)

Breaking free of the past to advance communication

Almost a century after its inception, the Museum for Communication was caught in an ironic situation: established in 1929 by a private stamp collector, and created to showcase the history of post, philately, telegraphy and telephony, it was becoming less and less relevant in today's society.

Recognizing they'd need a drastic change to keep their doors open, COMM underwent a dazzling transformation.

Focusing on their Dutch heritage, they collaborated with the team at Philips Professional Display Solutions to create a more engaging approach to the evolution of communication.

As a solutions partner, Philips provided various touch-screens, interactive displays, updateable content and a 25-screen video-wall, allowing visitors to experience the impact of communication on a more personal level. COMM planned weekly events featuring guest speakers alongside its forward-thinking display set-up.

Benefits

Informative display panels: Allow COMM visitors to interact with exhibits.

Central control: The Philips Professional Display Solutions set up is easily updateable by COMM staff to cater for new exhibits and existing exhibits. Updates can be pushed to one screen or many, saving time and providing a simple to use solution.

Interactive touch-screens: Engages visitors with hands-on content, allowing them to move at their own pace.

Multi-disciplinary functions: From event & meeting rooms, to a COMM Academy, COMM Live activities and more.

Energy efficient: Very low consumption screens reduce long-term running costs.


Interactive game screen: A 75-inch interactive game screen has boosted engagement as one of the museum's most visited attractions, and is enjoyed by both kids and adults of all ages.




"We worked with Philips to achieve a modern, state-of-the-art way to draw customers into our museum and to display our communication."

Tobias Walraven
– Managing Director at COMM

 **Client:** COMM Museum of Communication

 **Project:** Complete audio-visual installation for the new museum

 **Location:** The Hague, Netherlands

 **Products:** Multiple Signage Solutions: Videowall – BDL5588XC (x25), D Line, T-Line, X-Line

Transforming an industrial site from the past into a high-tech innovation hub of the future

For over 100 years, the OGR – a train manufacturing and repair complex – cast an imposing presence over the heart of Turin, Italy. But when it closed in the early 1990s, it could have become another lost monument: abandoned, derelict and facing demolition. Instead, thanks to Fondazione CRT, the 35,000 m2 complex has found a new purpose as a tech innovation, creativity and entertainment hub.

CRT's plan was to turn the former train repair facility into an internationally oriented workshop for culture, innovation and business acceleration. It would combine high tech solutions with environmental sustainability, flexible use with historical preservation, and offer easy and welcoming access for all.

As part of this, CRT needed a quality digital signage system offering lots of options. This included creating a video wall that would turn an elevator shaft into a centrepiece, plus dozens of screens for the foyer, media room and events area. Our partner Sisme's know-how saw it win the contract. And then they turned to us.

Benefits

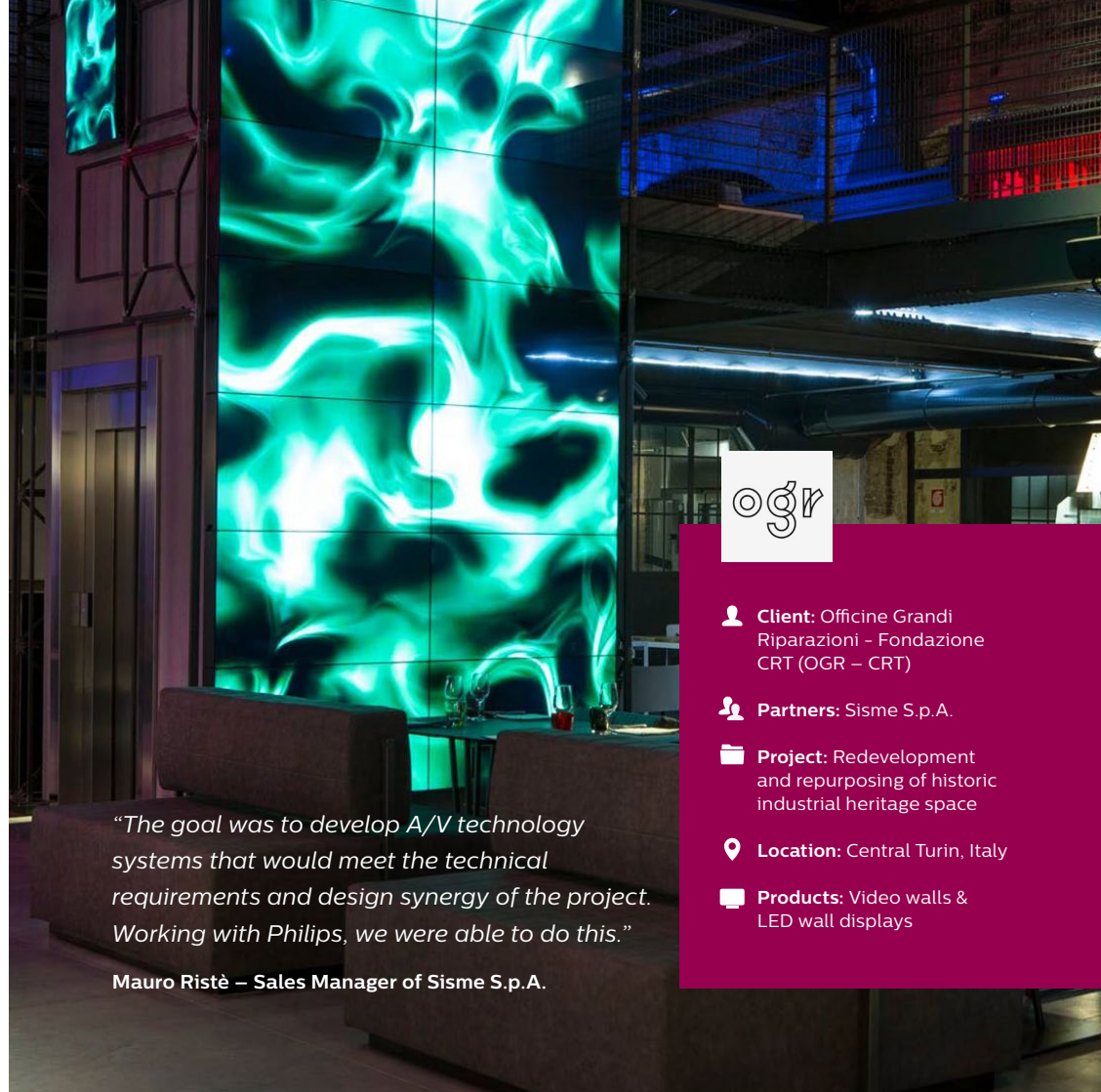
Something for the eyes to feast on: Sisme and Philips cloaked the restaurant elevator shaft in the largest high resolution digital signage ever installed in Italy.

Wow, just wow: A six-metre-tall video wall and 84" wall displays ensure the foyer makes a high-tech impact.

Never miss a moment: Two 98" displays in the media room, and two LED walls in the events area, ensure media and visitors enjoy a better experience.

Rapid installation: Good collaboration between Sisme, Philips and other partners reduce total signage installation time to just five days.

Easy control: Controlling the displays and content is easy thanks to the advanced graphics interface for playing multimedia content.



"The goal was to develop A/V technology systems that would meet the technical requirements and design synergy of the project. Working with Philips, we were able to do this."

Mauro Ristè – Sales Manager of Sisme S.p.A.



Client: Officine Grandi Riparazioni - Fondazione CRT (OGR – CRT)

Partners: Sisme S.p.A.

Project: Redevelopment and repurposing of historic industrial heritage space

Location: Central Turin, Italy

Products: Video walls & LED wall displays

03

Retail

Delivering a premium experience

Ten years ago, Sports betting was non-existent in Spain. But in 2007, changes in local legislation led to the creation of Sportium. A joint venture of two of the most experienced names in the industry, Spanish casino operator CIRSA and UK bookmaker Ladbrokes Coral Group, created a strong foundation. And in 2014 their position was cemented thanks to an exclusive partnership with LaLiga, Spain's top football league.

In the early days, Sportium's founders reached out to Bechtle to discuss their hardware requirements. As one of Europe's largest IT services providers with offices in 14 countries, Bechtle was well-equipped to provide the technology that Sportium needed to get their business up and running. So in 2016, when Sportium was preparing to roll out new locations in Andalusia and the Balearic Islands, Bechtle was ready to take on a bigger role: supplying the solutions for the entire customer-facing retail experience.

Bechtle created a custom all-in-one solution for Sportium that included everything from touch-screen betting terminals to content management software. Philips Professional

Display Solutions were the finishing touch, giving Sportium excellent image quality for broadcasting live sports as well as betting information and results.

Benefits

Quick installation: From the moment an order is received, it takes just one week for Sportium technicians to get everything up and running.

Better viewing: Philips Professional Display Solutions bring the excitement of live sports to each location, and offer an engaging way to display betting results.

Premium brand experience: With an average of six screens per location, Philips Professional Display Solutions contribute to creating a consistent, high-end brand experience.

One solution, one point of contact: Bechtle successfully united individual products and services into a comprehensive offering that delivers a simplified, cost-effective process.



04

Transportation

Making travel a more pleasurable experience

People on the move need information immediately. About departures, arrivals, timetable changes and more.

Because digital transformation and the Internet have revolutionized travel and the way we consume content, Trasmediterránea decided it was time to incorporate the latest technology to ensure their systems were delivering real-time updates that were clear, informative and impactful.

Their biggest challenge was to install a solution where information could be broadcast via satellite — both centrally and locally — to each maritime station or ship.

More than 60 Digital Signage points were installed in its high-speed fleet, showing relevant information from services and activities available onboard, to special promotions, to a boat news feed portal that is updated by the crew of each vessel throughout the day. Additionally, touch screens allow guests access to useful information such as timetables, weather information, news, entertainment possibilities and activities.




 **Client:** Trasmediterránea

 **Partner:** Deneva

 **Location:** Madrid, Spain

 **Project:** Digital Signage in 8 vessels and 5 local offices

 **Products:** 10 interactive totems / 52 Philips Full HD Displays of 42" and 43" / 2 videowalls of 4 displays each



“The Digital Signage system based on Deneva software allows us to offer a customized experience to our passengers. It has all the information that passengers need at any time.”

Juan Manuel Caballero
– Trasmediterránea ITC Directo

05

Healthcare

A win for patients and hospitals

Would you ask your IT expert to perform surgery? We thought not. Yet we expect our healthcare providers to juggle the complexities of developing and managing a pay-per-view TV system.

Enter Neosystem.

Their easy to manage, all-in-one installations allow hospital staff to focus on healthcare, instead of being distracted by technology issues. The outcome? Superior in-room entertainment for the patient, and low-maintenance revenue streams for the hospitals.



 **Client:** Neosystem

 **Project:** Upgrading in-room entertainment with MyChoice and Neosystem kiosk

Benefits

Better entertainment, more convenience: access to a modern entertainment system with a wider variety of payment options.

Complete outsourcing, no maintenance: From installation to creating custom channels and more, Neosystem takes care of everything.

New integration and revenue options: Besides the revenue generated from TV viewing, the system offers the option as an additional revenue source when integrated with other systems: e.g. Wi-Fi, telecare devices or advertising.

 **Location:** Copernicus Hospital, Gdansk, Poland

 **Products:** 19, 32 and 40-inch Philips professional televisions



“By combining the innovative Philips professional TVs with our specially designed kiosk, we’re able to offer the most sophisticated in-room entertainment solution on the market. From installation to access codes, we manage everything – allowing hospitals to earn extra revenue with very little effort.”

Filip Plawgo – CEO Neosystem

Creating connections that enhance lives

In Belgium, the Public Centre for Social Welfare (OCMW) provides a wide range of social services: from financial and medical support to housing and legal advice.

When OCMW Menen started plans in 2014 for Andante, a residential care center for the elderly, they were searching for the right service provider to assist them in setting up an in-room IPTV solution. One that focused on enhancing the quality of life of their residents & visitors, without creating extra work for Andante's staff.

With nearly 40 years of systems integration experience behind them, Tele-Signal was the perfect fit.

Their winning pitch for Andante paired Philips Professional televisions, displays and signage, plus touch applications for easy interaction, throughout resident's rooms and in common areas.

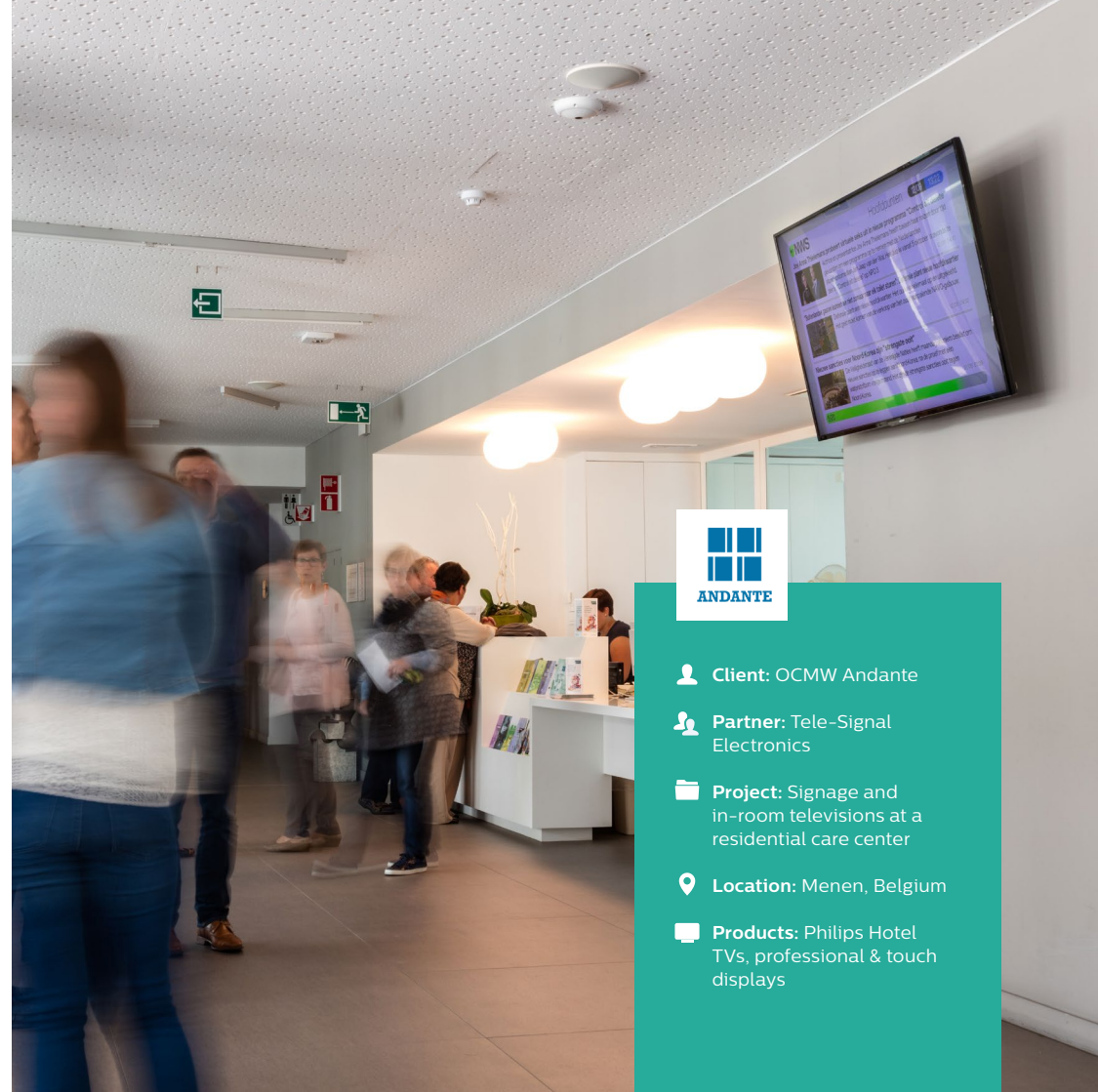
Benefits

A single system with a range of possibilities: From signage & entertainment to communicating with residents, and reduced reception pressure with visitor self-service

A new way to interact with residents: The innovative people locator connects caregivers & residents, and lets them know when visitors are coming.


Easy-to-use content management: Lets' staff share daily updates, menus, and more direct to residents' screens

A long-term, full-service partnership: From creation to implementation to on-going support, Tele-Signal worked closely with OCMW Menen every step of the way.



 **Client:** OCMW Andante

 **Partner:** Tele-Signal Electronics

 **Project:** Signage and in-room televisions at a residential care center

 **Location:** Menen, Belgium

 **Products:** Philips Hotel TVs, professional & touch displays

06

Food &
beverage

Eazie uses digital menu boards to upsell existing customers and reach new ones

Eazie has 20 fast service restaurants in the Netherlands. The focus of the chain's growing wok and salad concept, located in high-traffic urban areas like shopping malls and near stadiums, is on fresh, appealingly presented ingredients that stimulate your feeling of wellness. Healthy, low calorie food. And the choice is yours. Just choose what you want from the many options available. Then let Eazie prepare them for you to order, to enjoy in Eazie's bright, welcoming premises. Orders are placed at a counter, and you collect your food when it's ready. Fast, fresh – and successful.

Never one to rest on its laurels, Eazie was looking to expand its appeal among its existing customers and reach new ones. It was further seeking a way to explain how the ordering and preparation process works. And the eventual solution had to be fast to implement, causing as little disruption as possible, and deliver a high return on investment with low operating and maintenance costs. Eazie approached De Digitale, a Philips Professional Display Solutions partner and Dutch specialist in digital menu boards and digital signage.

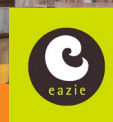
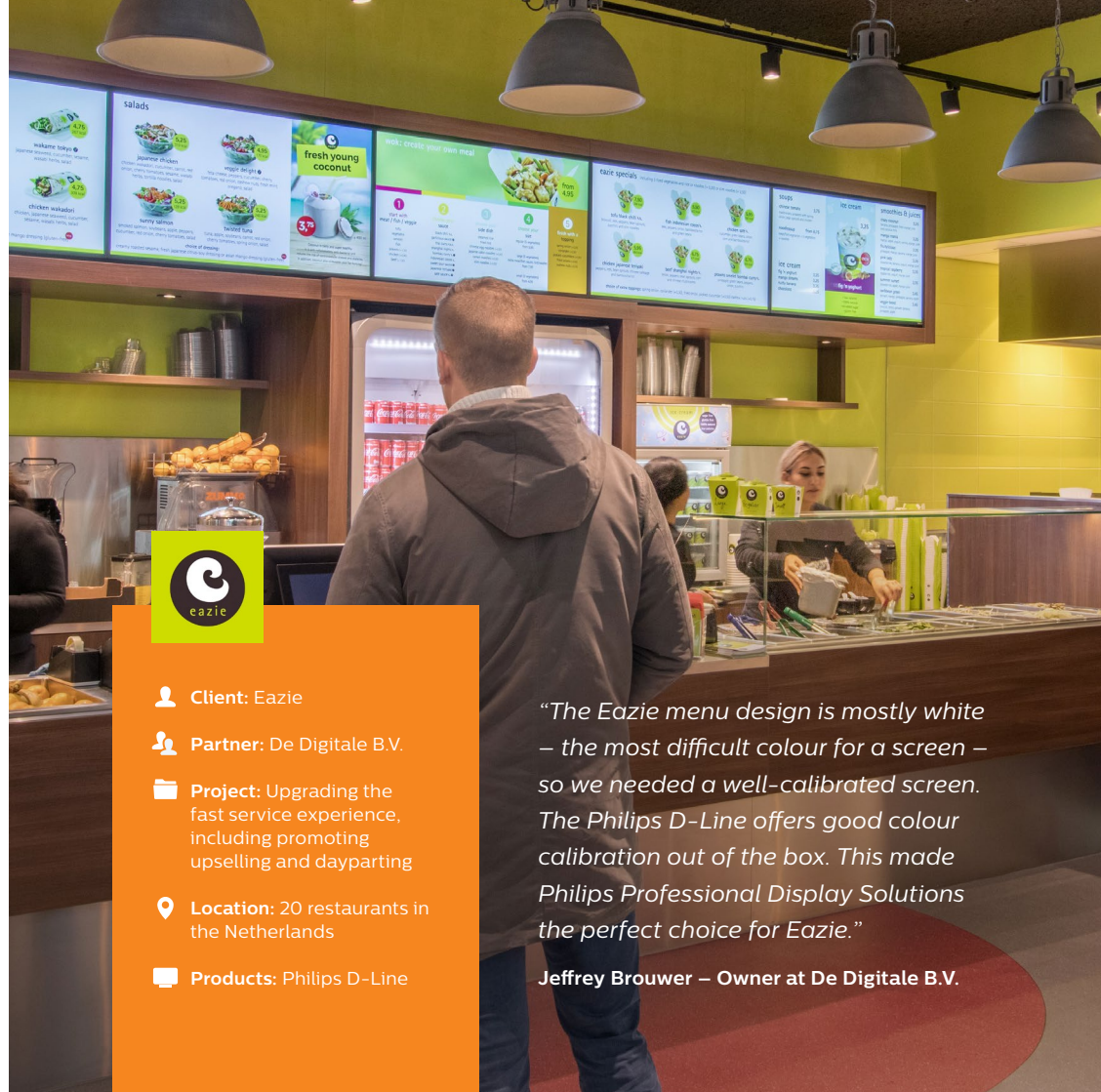
Benefits

Eye-catching and informative: The concept leads the customer on a practical and emotional journey. A five-screen signage array at the point of sale, another screen in the dining area and one in the window entice people inside, explain how things work and do justice to the delicious Eazie menu.

Less frequent calibration: Philips D-Line screens are stable, colour accurate and colour consistent and they require less frequent calibration than nominally comparable displays from other companies.


Quality build: D-Line's aluminium bezel won't dry out and crack in the heat of the Eazie kitchen, and with small gaps between screens, cleaning is easier too.

Go wider: D-Line's tight mounting possibilities made it possible to use multiple units to create the impression of one very wide screen. And the screens can be easily chained to simplify cable management.



 **Client:** Eazie

 **Partner:** De Digitale B.V.

 **Project:** Upgrading the fast service experience, including promoting upselling and dayparting

 **Location:** 20 restaurants in the Netherlands

 **Products:** Philips D-Line

“The Eazie menu design is mostly white – the most difficult colour for a screen – so we needed a well-calibrated screen. The Philips D-Line offers good colour calibration out of the box. This made Philips Professional Display Solutions the perfect choice for Eazie.”

Jeffrey Brouwer – Owner at De Digitale B.V.

Haan transforms into a pleasurable food and drink experience

Oil company Haan's food service arm runs the food and beverage operation at its 160 own-brand petrol stations, plus shops at some Esso, Shell and BP stations. These provide the expected mix of non-food items and snacks. It's a quality offering, but in a highly competitive market, and with more people on the move more of the time, is it capturing all the possible opportunities? Haan thought not. So it decided to not just move with the times, but to leap ahead with a total reinvention of the conventional petrol station shop concept: Tony's Street Food, what Haan calls "fresh fast food", offering great choice and quality.

The Tony's concept is based on American diners and food halls. The atmosphere is comfortable, relaxed and consistent from shop to shop. Customers can see the chefs prepare orders, spin their favourite tunes on a jukebox, or just read the paper. And most importantly, the menus vary according to location and time of day. Recognising the importance of signage in promoting sales and creating a convivial atmosphere, Haan asked De Digitale, a partner of Philips Professional Display Solutions, to help it deliver the all-important creative communication.

Benefits

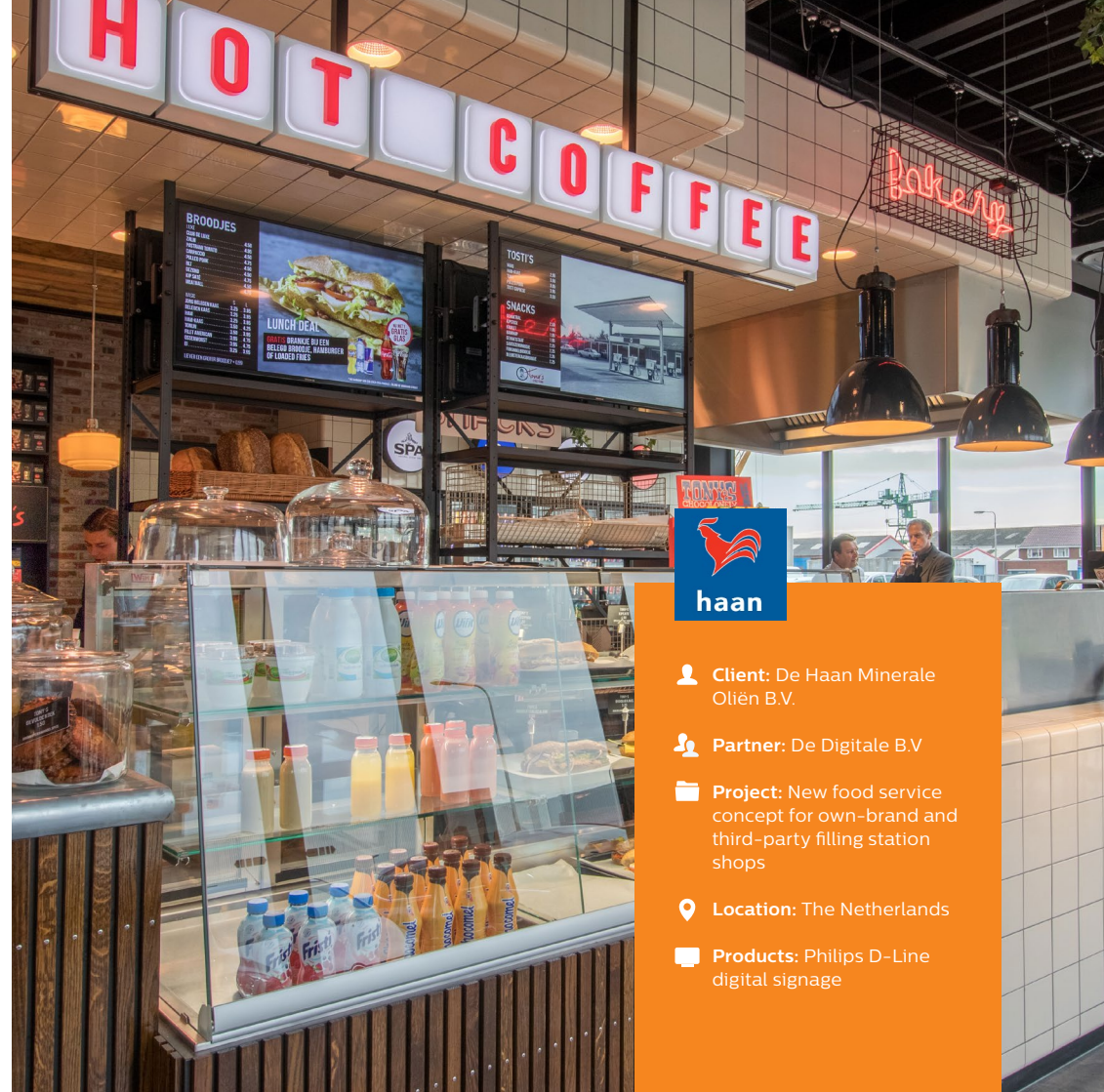
Highly focused dayparting: Using digital menu boards, Tony's can change menus and add promotions in line with the time of day.






Impactful brand-building: Two Philips D-Line displays show stories about the products and menu items on offer. The other two screens are used to show what is currently being served, based on the time of day.

Less frequent calibration: Philips D-Line screens are stable, colour accurate and colour consistent. De Digitale has also found they require less frequent calibration than nominally comparable displays from other companies.

Robust construction and easy cleaning: The D-Line's robust aluminium bezel is ideal for kitchen environments as it won't crack like plastic can, and it is easy to clean.

Positive feelings: The concept is still in rollout, but customers say they like the first of the new-look shops and they are staying longer, buying more, and even dropping by to grab something to eat at home.



-  **Client:** De Haan Minerale Oliën B.V.
-  **Partner:** De Digitale B.V.
-  **Project:** New food service concept for own-brand and third-party filling station shops
-  **Location:** The Netherlands
-  **Products:** Philips D-Line digital signage

07

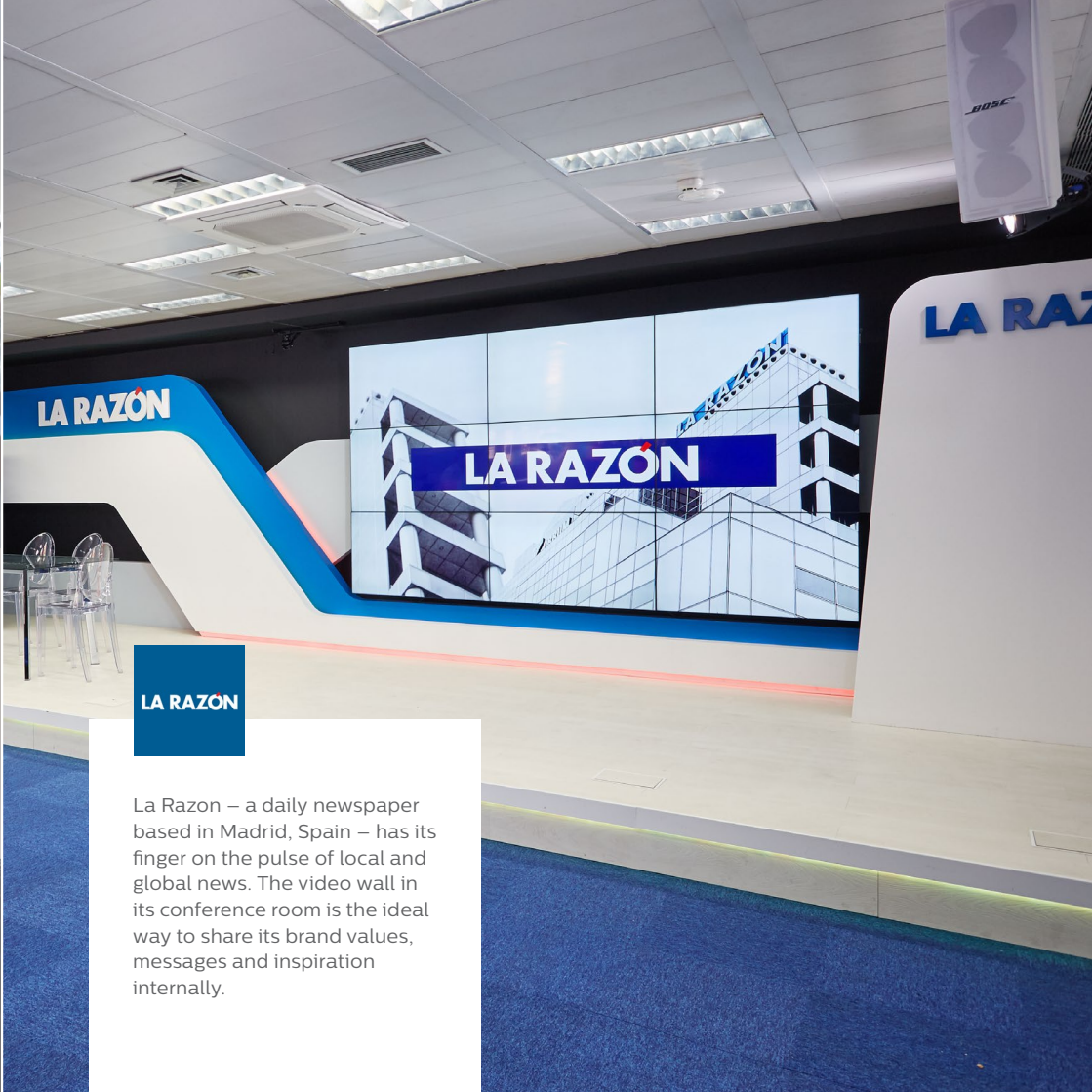
Future case studies

La Razon | The Cube | NH Collection



The CUBE – based in Madrid, Spain – is a 5.000 m² innovative (and interactive) ecosystem where corporations, entrepreneurs and startups can connect, learn and take their ideas to the next level.





LA RAZÓN

La Razon – a daily newspaper based in Madrid, Spain – has its finger on the pulse of local and global news. The video wall in its conference room is the ideal way to share its brand values, messages and inspiration internally.



NH collection Madrid Eurobuilding stands for luxury and comfort in the centre of Madrid. Which is why they chose Philips Professional TVs for their guests. Because they know that personalization, information and communication (plus great-looking content) help strengthen their brand, increase sales, and drive repeat visits.

**“Coming together
is a beginning,
staying together
is progress, and
working together
is success.”**

– Henry Ford

[More at philips.com/professionaldisplays/case-studies](https://philips.com/professionaldisplays/case-studies)