



## INDEPENDENT STUDY FOR HOSPITALITY SECTOR

According to Coffman in Digital Signage forum, the communications requirements by the hospitality industry; be it hotels, resorts, airport lounges or bed & breakfasts; is varied and required a good deal of creative customization. It isn't many a communications medium that is aesthetically and functionally appropriate within such environments. However 'Digital Signage' solutions offer a readily and easily customizable product. Display screens may be blended into the environment with simple, elegant and effective cosmetic installations. Screen creative may be developed to match and enhance the elegance of a property. It is the functionality however, that is most important. Staff within the hospitality industry, are specifically segmented by the jobs they perform. Guests most often do not end up using a great many facilities available in any property, thereby missing out on the full experience of the facility. Effectively communicating the facilities, to as wide a variety of guests would be a full time job for a dedicated team of guest relations executives. Digital signage's make communicating simple. Showcase your property's spa, gym, swimming pool, entertainment and business centers, conference and banquet facilities, restaurants, bars and nightclubs. Also, highlight services that very often get left out of mainstream hospitality like the private masseuse or hair stylist. Digital signage's help you provide the all immersive guest experience.

Report by streaming media analysts, food service environments are one of the most ideal environments in which to place an integrated digital signage solution as provided by Signage Company. Everybody eats; most people have a severe



lack of time; and, providing customers with 'instant decision' information always makes for quick table turn over, pleasant ordering experiences and helps push specific dishes.

Food always looks 'extra-delicious' when shown on an LCD. Plugged into digital signage's solution, you may offer the customer mouthwatering image and videos of your most popular or exotic dishes. A favorite amongst restaurants is to schedule daily specials, promotions, and showcase newly introduced preparations. Feedback from restaurants with existing digital signages shows a higher number of orders placed for all food content being displayed on the screen.

With the restaurant business being such a competitive marketplace, having the edge over the next competitor makes the difference – seen in the form of return customer business and of course, the increased turnover.

Areas of use in the food service environment include:

- Waiting and seating area displays
- Digital Menu Boards
- Bar & Restaurant Specials and Rates
- Service, Attraction, Events and Promotions
- News displays, FOREX displays and other relevant information



NEW YORK – A new national survey revealed that out-of-home, bar-based digital networks are an effective and efficient way for advertisers to counter growing ad skipping and TV commercial avoidance among young adults.

A majority – 78 percent – of bar visitors surveyed could recall at least one of four advertisers that ran ads on bar-based digital screens and billboards, according to the Zoom Media & Marketing survey administered by the media research firm Arbitron. Additionally, the survey revealed that brand-aided recall ranged from 37 to 53 percent, confirming that people not only saw the ads on the digital screens, but remembered the advertisers.

"While there's been much speculation about how marketers can reach consumers that have learned to opt out of ads, this survey definitively shows that digital screens in bars are an advertising option that can have a strong impact on the highly desirable but evasive 21-to-34 year old demographic," said Lee Levitz, vice president of marketing at Zoom Media & Marketing.

Levitz noted that the research also showed that digital screens increased top-of-mind awareness in terms of specific brands. In other words, consumers who were exposed to the advertising were much more likely to consider certain brands as category leaders. For example, when asked what they thought the top new video games were, twice as many people were likely to answer "Assassin's Creed" – which was one of the commercials used in the survey – compared to those not exposed to the ad.



"The ability to drive this type of awareness is very important to advertisers looking to promote new product launches or support brands in highly competitive categories," Levitz said. "The bottom line is that when you combine these recall rates with the ability to significantly increase brand awareness, it's a one-two punch for advertisers looking to break through the barriers in terms of reaching this audience."

According to a report by digitalsignagetoday, BRACKNELL, U.K. – Beverage chain in UK announced it is using digital signage technology in its stores. The company operates 200 beverage outlets in South East Asia, South Africa, Europe, the Middle East and South America.

Content for the digital signs is created in Australia and pushed out to screens throughout the network. Digital signage software powers the large plasma screens located in the stores, supporting graphics, text and video. The software also allows direct monitoring of all screens and players globally so that, should any problems arise, the team in Australia is alerted instantly and can use remote diagnostic tools to identify and fix the issues rapidly.

"We have to work quickly to keep our bars up-to-date with news and offers, and our digital signage network driven by digital signage software is already proving effective, bringing U.K. customers into the global Boost family," said Steph Malkin, Marketing Director, Boost Juice Bars UK.

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