

## IPTV in Holiday Inn Berlin Airport

As the name says, the Holiday Inn Berlin-Schönefeld Airport hotel is situated close to Berlin's Schönefeld airport and in future to the new major international airport Berlin Brandenburg which is presently being constructed. In expectation of future business and increasing demands of business guests at the hotel, this 4 star hotel has just undergone a complete refurbishment. One of the major requirements of the hotel was to deliver innovative technology to all the 195 rooms and to the conference area of the hotel.

### Requirements

One of the major criteria for the modernisation of the hotel was to provide all the hotel rooms with IPTV (Internet Protocol Television). Flat screen displays, infotainment and services for ordering via the TV screen were further features with which the hotel wanted to provide added value for its guests.

Furthermore, the conference area was to be equipped with a digital signage system. Professional displays on the doors should replace the unaesthetic paper signs which were previously used and provide information about current events. A large display in the lobby was also required to give an overview of all events taking place and also to greet guests.

Great value was not only placed on high product quality and simple, intuitive ease of use but also on cooperating with a competent and experienced business partner.

### Result

Macnetix, the leading company for digital signage in Europe, was chosen to equip the Holiday Inn Berlin-Schönefeld Airport Hotel with the digital signage system editIT/playIT and also with IPTV. For the hardware network backbone Macnetix chose ZyXEL. Macnetix and ZyXEL already have

### TESTIMONIAL

"Both the digital signage programme from Macnetix and the IPTV solution are efficient and easy to use. Thanks to these new technologies we are in a position to demonstrate to our guests that our facilities are trend-setting now and will continue to be in the future."

**Martin Menzel, Commercial Manager of the Holiday Inn Berlin-Schönefeld Airport**

a successful history in hospitality solutions and have equipped a number of hotels with IPTV solutions.

### Technology and Products

In this project the access technology had to be replaced as there were no Ethernet cables available in the rooms. This particular Holiday Inn hotel only had telephone cables and so it decided to use ADSL2+ technology. To realise the project, five ZyXEL IP DSLAMs IES-1248-51A and 195 routers P660R-D1 to provide the IPTV services to each guest room, were used. A GS-2724 was used as a central IPTV switch. All components were specially adapted for the sophisticated requirements of modern day Triple Play networks and to allow QoS and security mechanisms for uninterrupted parallel operation of audio, video and data services.



# Holiday Inn

For the wireless transmission of the digital signage system Macnetix employed four NWA-3100 including the PoE switch ES-2108PWR.

All 195 rooms now have innovative IPTV and profit from the advantage of in-room entertainment - from superior picture quality, video on-demand functions plus a wide range of further value-added functions. Besides the multimedia TV functions the system is also used for marketing purposes. For example, the guests can be provided with additional information about this 4 star hotel or can pay a virtual visit to the hotel's souvenir web shop.

In addition, the Macnetix software editIT/playIT controls the new digital signage system for visitors. A large display in the lobby greets the guests and delivers an overview of all events and activities. Smaller monitors act as digital signs on the doors of the seven hotel conference rooms. They inform about events that are taking place there and provide additional information on the host or organiser. The congress signage is connected to the sales and catering module of the hotel and is therefore automatically updated. This ensures that the contents on the monitor are always up to date and in total presents an optically attractive picture.

Being able to incorporate additional design features results in additional marketing effects. A further advantage is the time-saving aspect which is achieved by automation and centralisation of data input.

 Local information: [www.zyxel.com/Europe/Impulse](http://www.zyxel.com/Europe/Impulse)



Each guest room offers Internet access and multimedia TV service in a high quality.