

INTERACTIVE
DISPLAYS
IRELAND

USING DIGITAL SIGNAGE TO INCREASE SALES OR UPSELL SERVICES WITHIN HOSPITALITY

Hospitality Expo RDS



AGENDA

- INTRODUCTION
- How to use Digital Signage in the Hospitality Industry
- Increase Conference Room Bookings
- Environmental Benefits
- What's NEXT ?

INTRODUCTION



Ireland's Leading Digital Signage Experts

- Over 2000 Customers
- Est 2009
- Nationwide Inc. NI
- Irish Based Software

**GERRY
MCDONNELL**

WWW.INTERACTIVEDISPLAYS.IE

Saves Resources. Increases Engagement.



80%

of consumers have entered a store because digital signage caught their eye



of consumers say digital displays affect their purchasing decisions



47%

of people recall information they saw on digital signage **30** days after they saw it



55%

of consumers would pay more for a better customer experience

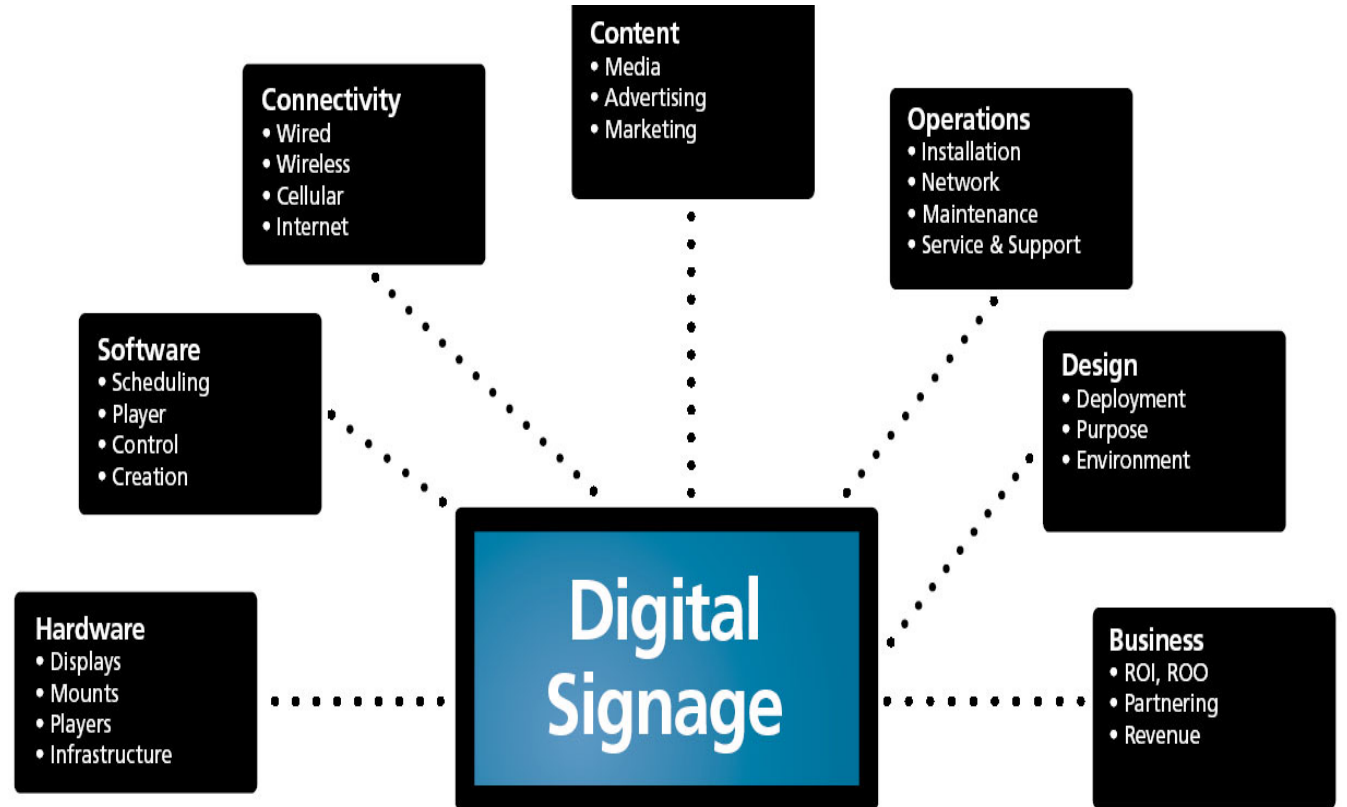
35%

reduction in perceived wait times were felt by those who had been watching digital signage




Ref: intouch

WHAT IS DIGITAL SIGNAGE??



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APOSTROPHE HOTELS 12:32 PM



APOSTROPHE HOTEL SPA

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TODAY	TOMORROW	THURSDAY	FRIDAY	SATURDAY
68° LOW 59° ☁️	76° LOW 62° ☀️	71° LOW 61° ☁️	62° LOW 55° ☁️	

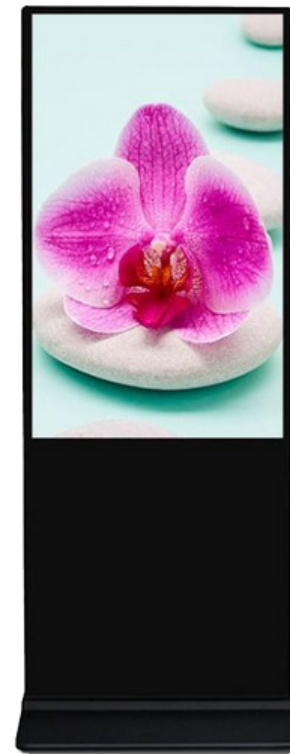
TOP NEWS STORIES

Senate spells out conditions on bipartisan tax reform to rewrite the nation's tax code.

HOW TO USE DIGITAL SIGNAGE IN HOSPITALITY

FREESTANDING TOUCH OR NON TOUCH

- Portable
- CMS – Content Management System
- Standalone – Wired – Wireless
- Built-in Media Player
- Wayfinding Solution
- Advertise Events / Services
- Can be branded



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WALL MOUNTED OPTIONS

Touch or non Touch

Sizes:

10", 15", 22", 32", 43", 49", 55", 65", 75", 86" & 98"

Portrait or Landscape

Ideal for advertising Services, Events, Wayfinding and so much more.....



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OUTDOOR ADVERTISING



- Fully Waterproof
- Ultra High Bright Sun Light Readable
- Remote Controlled
- Impactful and inviting
- Available in Double or Single Sided
- Wall Mounted or Floor Mounted
- 32", 43", 55", 65" and 75"

CONFERENCE SYSTEMS

TOUCH SCREEN OR NON-TOUCH

WALL-MOUNTED OR TROLLEY

BUILT-IN CAMERA AND SOUNDBAR

- EASILY MOVE BETWEEN ROOMS
- CASTING FROM ANY DEVICE
 - WINDOWS OR ANDROID
- WIPE USER DATA ON EXIT
 - SAVE DATE TO CLOUD



MEETING ROOM BOOKING

- STANDALONE SYSTEM OR INTEGRATE
- CALENDAR / TIMETABLE
- DIGITAL SIGNAGE WHEN NOT IN USE
- REMOTE MANAGEMENT
- POWER OVER ETHERNET (1 CABLE)





**SO, IS
DIGITAL
SIGNAGE
ECO-FRIENDLY?**

HOW?

For every 1 ton of paper your business consumes, you sacrifice 17 trees and 26,281 litres of water. You also contribute 264 kilograms of air pollution to the environment.

What makes digital signage eco-friendly?

- VERSATILITY AND CUSTOMISATION
- FLEXIBILITY AND COST SAVINGS
- DURABILITY
- RECYCLABILITY
- ENERGY-EFFICIENCY



Male
Age 30



1
3



WHAT'S NEXT

LOOKING AHEAD

THANK YOU



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