

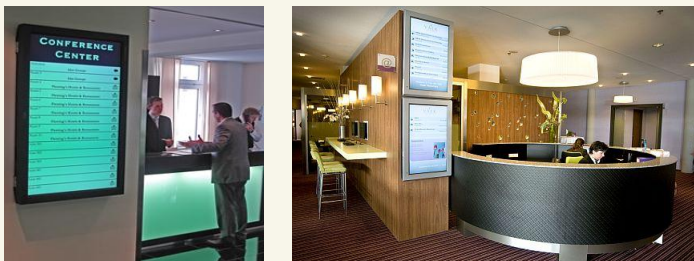
# HOTEL AND RESORT APPLICATIONS

Customer facing, brand messages, digital concierge and way-finding

*Technology has become an essential part of the 21st century traveler experience.*

Use a single digital signage solution to communicate important information to your visitors and guests. With digital signage you can efficiently guide guests through your property to their guest room, restaurant, or on-property event. Dynamic integration with your back-end systems provides you with an easy to use digital communication tool to control the majority of your visual communication.

From your lobby to your conference space, a digital signage solution can span throughout your entire property. With built-in data integration, you can seamlessly provide daily event listings and meeting details. Utilize the wayfinding functionality for property maps and to provide guests with directions to near-by attractions and points of interest.

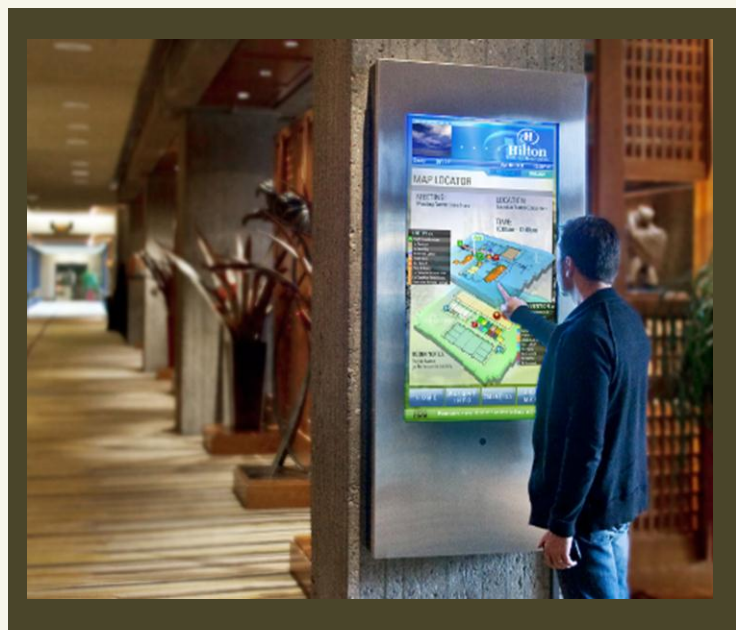


## WHAT DIGITAL SIGNAGE CAN DO:

- Guide guests with property mapping
- Act as a digital concierge for guests
- Integrate with your sales & system
- Display menus for on-property restaurants
- Inform guests of flight delays
- Display top news stories & live internet content
- Output multi-day weather forecast

## Where digital signage can go:

- Lobbies
- Elevator Banks
- Restaurants
- Conference centers
- Back of house locations
- Guest room TV channel



Visit our website today to find out more about the advantages of digital signage

*Whether catering to business travelers, vacationing guests, or a combination of both, kiosks and digital signage from EDN can increase sales and customer satisfaction through influential multimedia messages. To keep guests informed and happy, information should be provided through a variety of digital content, including the latest news; restaurant recommendations; easy-to-read maps; weather reports; as well as local entertainment, events, and points-of-interest around the resort and destination.*



### Digital signage is COST-EFFECTIVE

Eliminating the need to print and distribute static signs each time your message or campaign changes saves on costly printing and distribution fees. Operations can be done in house or outsourced. No heavy logistics. No more hours lost reprinting outdated or erroneous materials.

### Digital Signage is CENTRALIZED

Control all of your screens from one central location, ensuring quality and consistency, while requiring minimal resources to operate your digital signage network.

### Digital Signage is FOCUSED

Your content dynamically changes to deliver a focused message to your targeted audience at each point of playback (location).

### Digital Signage is DYNAMIC

Digital signage can be interactive and dynamically changed to meet the demographics of your audience.

### Digital Signage is VERSATILE

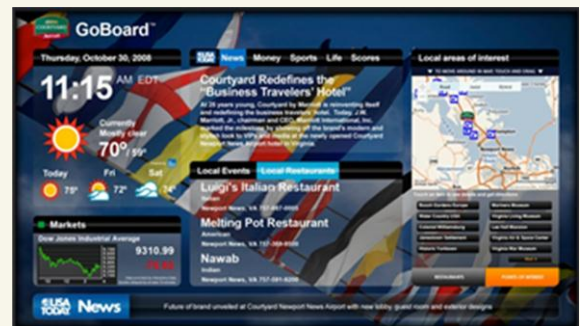
From menu boards, to bank and corporate lobbies, to airports, to dental and medical offices – digital signage offers a versatile solution for you to communicate your message to your audience. Start with one digital sign and later expand to several.

## WHAT IS DIGITAL SIGNAGE?

Digital signage is a network of customizable displays that can be controlled electronically using a computer, allowing content to be changed remotely for the most targeted messaging possible.

Digital signage is used for a wide variety of purposes including customer facing and employee facing applications such as advertising, enhancing customer or employee experiences, influencing audience behavior, brand building, interactive kiosks, up selling products and services, etc.

Deployments can be found in such diverse locations as retail outlets, doctor's offices, restaurants, corporate and school campuses, sports venues and even gas stations.



## Digital Signage is ATTENTION GRABBING

Getting the attention of your audience is the most important part of any display. With "video-like" digital signage, viewers are not only more likely to notice your dynamic sign but research shows they are more likely to receive the message and act on it.