

## Case Study

### The Crowne Plaza Gatwick-Crawley Selects the Optoma Digital Signage Solution for their New Meeting Rooms



**CROWNE PLAZA®**

**GATWICK-CRAWLEY**

**The Crowne Plaza Gatwick Crawley**  
[www.cpgatwick.co.uk](http://www.cpgatwick.co.uk)

The Crowne Plaza Gatwick-Crawley is in a prime location, ideally located for business or pleasure. The hotel offers a wide range of conference facilities that are ideal for meetings and events of all types. The latest addition to their Conference Centre is the new Executive Boardroom & The Windsor Suite (which can be divided into 3 separate meeting rooms).

**Industry:** Leisure and Hospitality

**Region:** UK

**Type of Solution:**

Digital signage media player.

**Installation Company:**

Avensys Ltd.

[www.avensys.co.uk](http://www.avensys.co.uk)

Avensys Ltd. provides Audio Visual Solutions including: Audio Visual control & integration, digital signage, board rooms, meeting rooms, education / training suites for corporate, hospitality & education. Avensys also provides Audio Visual Hire & Event Management for conferences, events and roadshows.

**Challenge:** The Crowne Plaza Gatwick-Crawley (CPG) were looking for a range of Audio Visual equipment for their new meeting rooms. A digital signage solution was required to enable room booking information to be displayed outside each room and to cross-promote other hotel offerings in a single, easy to update solution.

**Solution:** Optoma D5000 advanced HD media player with all upgrades included as standard and no ongoing licence subscription fees. The Optoma D5000's were an ideal fit; cost effective, energy efficient and simple to use.

**Results:** The quality and reliability of the D5000 have helped add the finishing touches to a high-profile installation at the CPG hotel. The CPG now has a solution to help give their customers a more personal experience within the hotel.



## The Challenge

### A new look, a new feel, a personal experience

July 2009, Crowne Plaza Gatwick-Crawley (CPG) were looking for a signage solution to be installed at their hotel situated near to Gatwick Airport, London. The CPG sought to modernise communications through using digital signage to enable room booking information to be displayed outside each room, as well as to cross-promote other hotel offerings in a single, easy to update solution. Avensys Ltd was commissioned by CPG to provide this solution.

Prior to the Optoma D5000 install, the CPG couldn't give their customers a targeted welcome or promote other offerings as efficiently. The CPG were looking for a digital signage solution that was eye catching and that could help give their customers a more personal experience within the hotel.

Avensys Ltd approached Optoma for this project as "... the D5000's were an ideal fit, cost effective, energy efficient and simple to use". Alaric Wood, Technical Director, Avensys Ltd.

## The Solution

### Why an Optoma Solution?

The CPG is a busy hotel due to its prime location, which services both the business and leisure industries. The hotel enjoys close proximity to a business park and many local attractions including the south coast town of Brighton. The CPG were looking to utilise the high traffic flow to its full potential with an easy to update solution to ensure a seamless end-user experience: "Ease of use is key in a busy hotel environment. CPG's brief was for a cost effective, energy efficient and simple to use signage system." Alaric Wood, Technical Director, Avensys Ltd.

The installation company, Avensys Ltd compared the Optoma offering to other similar solutions and found the low cost of ownership made the Optoma D5000 an obvious choice. With all upgrades included as standard, the full suite of software and no ongoing licence subscription fees, the choice quickly became an easy one. "The D5000 was chosen as it was an ideal fit to their requirements – both technical and budgetary". Alaric Wood, Technical Director, Avensys Ltd. In addition, the D5000's content creation software is user licence free, intuitive and all training was included free of charge.

The installation was carried out by standard AV technicians with only the final stages requiring crossover IT & AV skills to provide the customisation and training: "All things considered, the installation was very straightforward." Alaric Wood, Technical Director, Avensys Ltd. To ensure the client (CPG) was happy and the installation was a success, the Optoma digital signage specialist was made available on site to check the equipment had the latest firmware and to provide end user training.



“We've worked with Avensys over 5 years on different projects and they have always been flexible and knowledgeable to our needs which is why they are our number 1 call for the AV projects in our hotel group”

Paul FitzGerald, Area General Manager, Crimson Hotels – owner of Crowne Plaza Gatwick Crawley.



“Optoma have been an excellent partner for this project – they have provided invaluable support through all stages of the project, and both the quality and reliability of the D5000 have helped add the finishing touches to a high-profile installation that the Crowne Plaza Gatwick Crawley is very happy with.”

Alaric Wood, Technical Director, Avensys Ltd.

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Alaric Wood, Technical Director, Avensys Ltd.

## Results

### Glowing feedback for the Optoma D5000 media player

CPG were looking for a system that was easy to use, efficient and low cost with no monthly subscription charge or maintenance costs. Additional requirements included a system that was straight forward to update and could include pictures or video with text. Alaric Wood, Technical Director, Avensys Ltd, explains why CPG went for the Optoma solution: “...the D5000’s were an ideal fit, cost effective, energy efficient and simple to use”.

Following the installation, CPG’s new meeting rooms have been transformed with the addition of the upgraded communication system. The D5000 has enabled CPG to update their customers easily: “Optoma have been an excellent partner for this project – they have provided invaluable support through all stages of the project, and both the quality and reliability of the D5000 have helped add the finishing touches to a high-profile installation that the Crowne Plaza Gatwick Crawley is very happy with.” Alaric Wood, Technical Director, Avensys Ltd. Furthermore, Optoma also provided CPG with some complementary, pre-made templates to get them started with the D5000 software.

Looking to the future, CPG’s new communications system can easily be added to with the introduction of more screens whenever necessary. Alaric Wood, Technical Director, Avensys Ltd. explains the benefits of the install: “The Crowne Plaza Gatwick Crawley now has a solution to help give their customers a more personal experience with the hotel – one that can be used not only to welcome the customer but also cross-promote other areas and offerings from the Crowne Plaza Gatwick Crawley.”

### Equipment list

Optoma D5000 Bundle, projectors, intelligent Audio Visual switching & control and a 65” Full HD LCD panel for the Executive Boardroom.





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