

HILTON ANATOLE

Herold Rapoza - General Manager



A LEARFIELD COMPANY



PRODUCT INFORMATION:

Screen Size: 8.2'H x 9.8'W
Product: GoVision 3.9mm xTek
Location: Hotel Lobby

THE GOVISION SOLUTION:

The Hilton Anatole is one of the most recognizable hotels in the world and one of the flagships of the Dallas/ Fort Worth hospitality industry. As such, the hotel continually strives to innovate and remain on the front edge of the nation's hospitality industry. When the Anatole's marketing and sponsorship department teamed with their in-house technology department to devise new and innovative ways to drive additional sponsorship revenue while improving guest experiences, Anatole's executives began seeking partners to help in the development their plan.

Understanding the Anatole's vision, GoVision designed, engineered and installed a custom-sized, state-of-the-art LED screen to replace a front projection screen in the historic hotel's main lobby. With the move from projection to a full color LED screen, the Anatole was able to create increased activity around the lobby screen because of the added brightness and color contrast. Maximizing the functionality of the new GoVision LED screen, the Anatole changed the way they utilized the screen by creatively programming the GoVision-provided content control system to deliver a user friendly, picture-in-picture design; dividing the screen into multiple preset windows providing custom data feeds; including local weather, sports scores divided by league (MLB, NFL, NBA, NCAA, NHL) and local travel information (DFW & DAL flight updates, DFW traffic updates, etc...).

In all, GoVision delivered the Hilton Anatole with a multipurpose, fully customizable platform to drive additional revenue and enhanced guest experiences.

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