CAYIN Digital Signage
Monarch Skyline Hotel, Taiwan

BRIEF PROFILE

Place: Taiwan

Industry: Hotel

Solution:
- SMP-WEBPLUS x 8
- SMP-PRO3 x 5
- CMS-MINI x 2

Monarch Skyline Hotel Uses Digital Signage to Establish Its High-Quality Brand Image

Monarch Skyline Hotel, located in Taoyuan Taiwan, has been regarded as one of the best five star hotels in local area. To elevate the quality of ambiance and service and to build entrepreneurial image, Monarch decided to replace traditional bulletin boards and information signs with CAYIN Technology's complete digital signage solutions. The deployment of digital signage players and servers integrated with high definition displays enables diversified information to be presented through a high-quality public communication platform providing customers with brand new visual experiences.

Broadly applicable to different occasions

CAYIN's products including 16 Signage Media Players and 2 Content Management Servers were installed outside the ballrooms at 3rd floor and B1 floor and other public areas such as hallways and reception. When a ballroom is for wedding booking, the doorway display can show wedding pictures, the title of this event or other related information. When it is reserved for a seminar, the display can demonstrate information such as the agenda or main themes of this meeting so that participants can find the room more easily and quickly.

To align with the various applications of ballroom, Monarch Skyline Hotel selected the web-based digital signage media player, SMP-WEBPLUS. Users can freely design the webpage layout to create unique and vivid multimedia pictures such as HTML/Flash/JPG, HD (high definition) video and streaming video playback etc. Combining with display's landscape and portrait presentations, SMP-WEBPLUS can definitely fulfill demands for different occasions.

Easy-to-use public information announcement

For displays set in hallways and reception, Skyline chose the zone-type digital signage media player, SMP-PRO3, which supports real-time video, playback of image slide show, ticker text, video, clock, and date in maximum six zones. SMP-PRO3 provides the most user-friendly platform for Skyline to convey the hotel image, introduction of hotel facilities, and instant information proclamation. Moreover, users can adjust the size and location of each zone by using the handy tool, Skin Editor, with an intuitive drag-and-drop interface.

Web-based user interface: easy management via Internet

Compared to general PC-based software products, CAYIN's digital signage media players with web-based user interface are more advantageous due to the fact that users can manage players everywhere and every time swiftly via Internet to change settings or update display's contents.

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