

# Four Points by Sheraton

## Uses Digital Signage to Elevate Guest Experience Journey

### BRIEF PROFILE

Place : Desaru, Malaysia

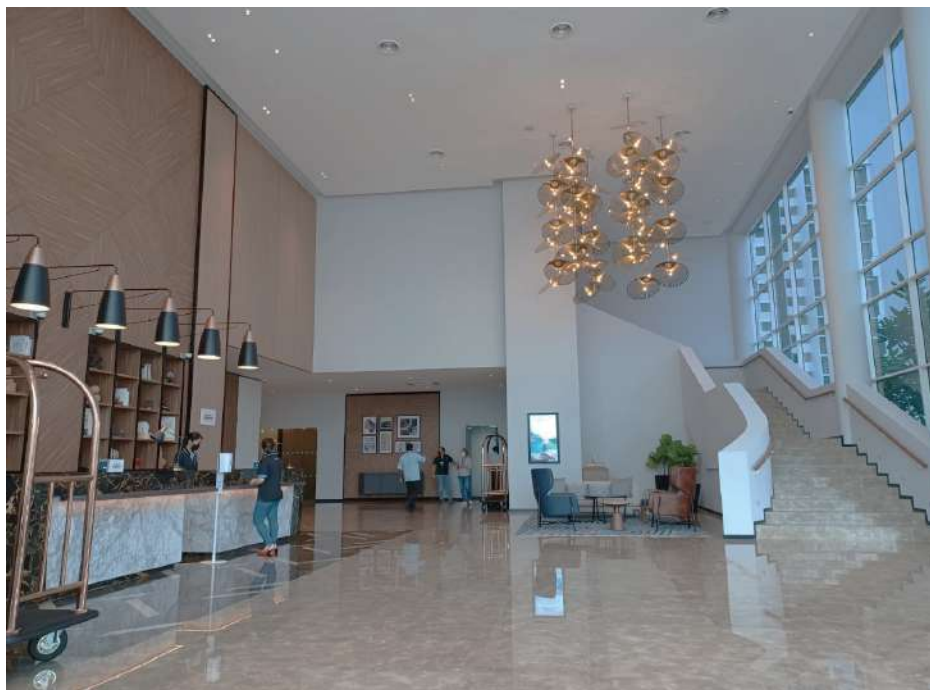
Industry : Accommodation

Solution :

- CMS-SE x 1
- CMS-PRO x 1
- SMP-2300 x 10

Four Points by Sheraton, a modern hotel located in the heart of Desaru town, Malaysia, is a part of Marriott Bonvoy's extraordinary 30 hotel portfolio. The 311-room hotel offers a tranquil retreat to travelers visiting Desaru for business or leisure. While the hotel's approachable design caters to the needs of the modern-day traveler, Four Points by Sheraton aimed to create a further enhanced experience for their guests with the aid of CAYIN Technology. For the new hotel opening in 2021, Four Points by Sheraton aimed to achieve three main objectives.

The first was to elevate the guest experience with compelling visualization, the second to provide guests access to relevant information, and the third to create brand consistency.



### Immersive Visualization Captures Hotel Essence

CAYIN digital signage was chosen as the ideal solution and was installed safely despite the pandemic. A total of one CMS-SE, one CMS-PRO, and ten SMP-2300 have been installed around high traffic flow areas such as function venue entrances and common areas like the hotel lobby. The digital signage in the hotel lobby and common areas include welcome texts, promotional slides with the latest offers, and attractive corporate videos that serve to enhance brand awareness. Hotel guests receive a consistent brand experience upon setting foot in the hotel and throughout their stay.

### Instant Event Information Broadcast and Easy Management

The digital signage installed at function venue entrances showcases event information to keep hotel guests in the know. Wall-to-wall access to event details makes it easy for hotel guests to plan their stay accordingly. In addition, the digital signage's calendar-based scheduling features allow the hotel management team to broadcast accurate real-time content. The management team can remotely monitor and control players, logs, and detailed information through the CMS-PRO server.



## Advanced Software and Equipment

CMS-SE and CMS-PRO, installed in CMS-60, function as content management server software. CMS-SE updates contents to the ten SMP-2300 digital signage players simultaneously around the hotel; CMS-PRO synchronizes configurations across multiple SMP players all at once and monitors current screenshots of SMP players, making management an intuitive process for the hotel.



## Special Accreditation to Hola Media

Hola Media Sdn Bhd, located and providing professional services in Malaysia, is specialized in digital signage consultation, system integration, business and mobile application development. CAYIN is honored to partner with Hola Media as a solution provider in this project. Hola Media, equipped with sufficient knowledge and experience in digital signage, executed the planning, design, installation, testing and commissioning, training and maintenance and support of this project in a timely and professional manner.

## Overall Enhancement of Guest Experience

The digital signage implementation successfully elevates the overall guest experience with compelling visualization and accessible information. The central managed digital signage platform also streamlines services and boosts bottom lines for the business. Four Points by Sheraton has commended CAYIN's digital signage solution for its intuitive management system, making cross-departmental collaboration in the hotel possible and efficient.

## CAYIN Technology in Brief

CAYIN Technology offers a complete portfolio of digital signage solutions — including media players, servers, and software — that are applicable to various industries, such as education, retail, hospitality, corporate, financial, and public institutions. CAYIN is dedicated to being a reliable partner to its clients worldwide and has successfully set up various application references globally. In order to best facilitate the deployment of CAYIN products, the company also provides tailored services to satisfy the ascending market demand for almost limitless applications.



**CAYIN Technology Co., Ltd.**

3F, No.57, Sec. 3, Zhongshan N. Rd., Zhongshan Dist., Taipei City 104, Taiwan

TEL : +886-2-25951005 FAX : +886-2-25951050

sales@cayintech.com <https://www.cayintech.com/>