



# DIGITAL MEDIA SHOWCASE

How Digital Customer Touchpoints are Changing the Face of Hospitality

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## DIGITAL SIGNAGE: A HOTEL'S NEXT SOURCE OF REVENUE

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In the hotel segment, providing guests with superior service and convenience, while getting a return on technology investments, are key objectives. Of the many tech solutions on the market today, digital signage offers operators an opportunity to bring in new revenue streams that add up to thousands of dollars on a monthly basis. Critical to this success is a comprehensive strategy for leveraging these units for internal promotion, ad revenue, and guest satisfaction.

**Hospitality**  
TECHNOLOGY



## In the lobby

Digital displays have excellent exposure and visibility. In fact, one of the first things a guest will notice when entering a hotel lobby is a digital display that has crisp, sharp imagery, especially when coupled with attention-grabbing animation. When properly integrated into a dynamic digital signage (DDS) network, these displays present operators with a new opportunity to capture sales and create ad revenue. What's more, they can provide guests with a wealth of information before they ever reach the reservations desk.

Internal marketing allows a hotel to promote everything from onsite restaurants and retail establishments, to spa services. By highlighting the hotel's restaurant and some of its special offers, display content can encourage guests to stay on property for a meal, in a restaurant they may not have even known of, instead of going elsewhere. Lobby displays can also provide guests with information about hotel events and conferences, increasing guest satisfaction as well as appeal for meeting planners.

Hotels may also choose to sell ad space on their units for other area attractions, special events with ticket sales, or even retail brands that target the same customer segment.

## Guest room returns

The return on investment, and opportunity, of a dynamic digital signage network doesn't end in the lobby. Benefits can continue once the guest has reached his or her room. Upon turning on the television for the first time, which many guests do as soon as they enter their room, a guest can be greeted with a personalized welcome message that features their name, conference meeting agenda, and company logo. Upon further navigation, guests will find that they can order room service, current movies or even shop. This presents operators with a revenue opportunity every time a brand new HD Hollywood movie is watched, and the Internet is used on the TV.

The TVs can even work for you if there is no occupancy in that room since "amenities" are provided to the guests as local attractions that have paid to place advertisements on your in-room service screen, as well as the rest of your network. In this model, it's also important to offer some free-to-guest content so that value perception is high, such as free PC gaming and free high-def television content.

## Conference spaces

A digital display network can be used to brand your hotel and create value for conference guests through way-finder information. If a business traveler arrives at a meeting room and the scheduled presentation has been moved, the display outside of the room can alert guests of that change and direct them to the appropriate room. Displays that line the hallway as the guest walks to the new location can again promote the hotel restaurant by highlighting lunch specials, or even advertise the hotel's preferred limousine company or a nearby attraction.

ROI can be achieved every time meeting space is sold to a client by offering clients the option to place their logo on the meeting room's screen for an additional up-sell. Before you know it, the meeting room screens have paid for themselves in months and not years, not including the ad space they offer.

What kind of ROI can be expected in terms of dollars? Hotels with 300 rooms and a 65% occupancy rate have reported that a fully integrated system enables them to pull in a net profit, after paying for system expenses, of approximately \$4,700 to \$7,500 each month. These numbers increase as occupancy rates go up or if there are more than 300 rooms. There is also a level of security, too, since the advertising isn't reliant on the occupancy. If there is a slow month, hotels can still collect a check. ■

*Andrew Hoffman is vice president of display consultancy firm Noventri*



(EMN8, INC, ORDERM8 SELF-SERVICE KIOSK PLATFORM)

# INCREASE GUEST SATISFACTION AND YOUR BOTTOM LINE

In this business environment delivering a consistently high quality product, value and service levels that drive restaurant guest satisfaction and loyalty can be a challenge. EMN8's multi-media self-service order and pay solu-

customize selections provide guests with a sense of convenience, choice, speed of service and personalization. Approachable, stylish and functional, OrderM8 attracts guests and promotes repeat usage.



Fully integrated with the POS and KDS, OrderM8 facilitates order accuracy and enables employees to focus on timely order fulfillment rather than capturing order data. EMN8's solution supports both cash and card payments. There is no need for guests to wait in a second line to pay for their order or receive change. And operators find the daily cash management process both simple and secure.

Restaurants with OrderM8 kiosks experience higher overall restaurant satisfaction scores and guest return rates with increased kiosk usage, as well as higher average check and total sales, incremental sales per labor hour, more guest throughput during peak periods, less cash shortages and food waste, and an opportunity to gain labor efficiencies.

Behind every OrderM8 solution stand robust restaurant media, menu and enterprise management tools and customer support teams that enable restaurants to effectively display, promote and update product offerings while eliminating overhead expenses.

Drive-thru, carry out and curbside service options grew from the consumer's need for convenience. Front-of-counter ordering by way of OrderM8 is the latest advancement in restaurant customer service. ■

**Our OrderM8 kiosk platform includes key features that enhance the guest experience while increasing your bottom line.**

tions can help. Our OrderM8 kiosk platform includes key features that enhance the guest experience while increasing your bottom line.

OrderM8 is a unique media driven, personalized and fun interactive touch-screen experience that allows guests to take control and easily order and pay for their food. Access to prior orders and special offers, menu suggestions based on guest preferences, and the ability to

## Features and Functions:

- Drives higher average check and total sales
- Increases overall restaurant satisfaction scores and guest return rates
- Improves operating costs
- Builds brand equity
- Enhances product marketing capabilities
- Cash, PCI-compliant payment card, coupon and discount processing
- Automated updates and transaction processing with real time POS integration
- Highly scalable with EMN8 media, menu and enterprise management tools
- Customer recognition and reward programs available
- Use to your best advantage with EMN8 kiosk revenue optimization services

## Customers include:

*Arby's, Burger King, Carl's Jr.  
Disney Properties, Hardee's,  
Jack in the Box*

**EMN8®**  
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# KIOSK MARKET TO DOUBLE BY 2014

Interactive kiosks are at the center of a global movement towards self-service that is changing the way consumers and businesses interact with one another. While in some markets and locations kiosks are as ubiquitous as cash registers, there are entire regions of the world that have yet to realize the potential that this technology has.

Several major research firms have been tracking the adoption of self-service kiosks, and report that the technology is on a marked upwards swing. According to NextGen Research, the emerging arm of ABI Research ([www.abiresearch.com](http://www.abiresearch.com)), the kiosk market will grow from an installed base of about 1 million units in 2009 to more than 2.5 million units worldwide in 2014.

The United States currently is home to two-thirds of global kiosk deployments, and will continue to be the site of most kiosk deployments over the next five years, as the popularity of self-checkout, entertainment and travel kiosks continue to grow. Europe and Asia also will see growth in kiosks, while the rest of the world continues to adopt them slowly.

"Self-service is driving consumer behavior," says Larry Fisher, research director of NextGen Research. "Kiosks are an extension of a broader self-service trend, where consumers want more control of their environment. The growth of online banking is an example showing that customers want to transact on their own schedule; kiosks will follow the same growth trajectory, as customers can choose when and how they transact."

## Kiosks in hospitality

In its annual report, North American Self-Service Kiosk Market Study, research firm IHL Group ([www.ihlservices.com](http://www.ihlservices.com)) regularly tracks the development and deployment of transactional kiosks in the North American retail and hospitality marketplace. Their report, available on the firm's website, predicts that more than \$775 billion in revenue will be turned through such kiosks this year alone.

"In a market where self-sufficiency often reigns supreme and time is at a premium, new self-service technologies are emerging that revolutionize the way consumers shop for goods and services. The Internet taught consumers how to select and pay for products on their own, and this same technology has been moving

into traditional retail outlets for the past decade," report Lee Holman, analyst, and Greg Buzek, president, IHL Group.

Looking ahead, IHL analysts point to several key trends for hospitality self-service in their report:

- **Check-in Kiosks:** First made popular in airports by Continental and others, these kiosks are seeing a change towards CUSS (common use self-service) devices which allow check-in to multiple airlines from the same kiosk. Hotel adoption is ramping up as well.
- **Food Ordering Kiosks:** These kiosks have demonstrated success in the C-Store segment (note the efforts of Sheetz and Wawa), and some fast casual restaurants are beginning to adopt this technology (at the table, no less) as well. QSR's

**"As we look down the road, IHL expects to see more transactions conducted through these kiosks, as well as the development of more similar single-focus devices."**

**-BUZEK AND HOLMAN, IHL GROUP**

continue to be reluctant adopters, mainly due to their heavy franchise mentality and the fact that most business is still conducted through the drive-thru.

- **Ticketing Kiosks:** These are the most mature of the kiosk types in the IHL report, as they have a long-standing history in the transportation industry (think the "L" in Chicago or the Metro in DC). Some airlines are starting to add a "first contact" transaction capability with this type of kiosk.
- **Other Retail Kiosks:** DVD rental kiosks (think RedBox or TNR) have been all the rage for the past couple of years, and Blockbuster is the most recent big news as they attempt to exploit NCR's recent acquisition of TNR (to the tune of some 10,000 kiosks). Other types of kiosks in this group include those at certain DIY retailers for propane tanks and the latest generation of the somewhat ubiquitous photo kiosk found in Drug Stores, Mass Merchants and others.

"As we look down the road, IHL expects to see more transactions conducted through these kiosks, as well as the development of more similar single-focus devices," say Buzek and Holman. ■

[VITALCAST™ DIGITAL SIGNAGE, TEXAS DIGITAL SYSTEMS, INC.]

# INFORM, INFLUENCE AND ENTERTAIN WITH EYE-CATCHING DIGITAL SIGNAGE

VitalCAST is a state-of-the-art digital signage solution that captures attention, reduces perceived wait time and entertains your audience while influencing point-of-purchase decisions by delivering digital menu boards and other digital marketing to an unlimited number of LCD or plasma displays, all controlled from one central location.

Unlike printed menus, graphics and static advertising, digital menu boards and signs can be changed in minutes and delivered almost instantly to any display in your network, whether it's across town or across the globe. Logos, photos, videos and other multimedia files are stored locally and are distributed to the appropriate displays based on your chosen schedule and screen configuration. The system works with most common types of graphic media to allow customers to leverage existing merchandising assets. Content can be updated via a schedule or "on the fly," which means no down time on your screens to implement changes. And with the flexibility of VitalCAST, you can extend branding efforts to all screens to enhance your overall look.

VitalCAST gives you the freedom to create and manage digital menu boards and signs with drag-and-drop ease. Any number of LCD displays can be configured horizontally or vertically to display menu items, limited time offers and other promotional marketing content in an eye-catching, professional



**VitalCAST gives you the  
freedom to create and  
manage digital menu  
boards and signs with  
drag-and-drop ease.**

format that will influence sales and the point of purchase and increase recall for future purchases.

Digital signage saves time and money by taking advantage of a wide range of marketing opportunities – such as dayparting to reach different audiences at different times of the day and eliminating waste from constantly updating static signs. It also eliminates the time needed to require an on-site employee to remove and replace outdated static signage. ■

## Features and Functions:

- Control content on any display from one central location
- Content updates require no downtime to refresh screens
- Schedule content by any daypart and up to one year in advance
- POS Integration to ensure consistent pricing
- Endless layout options – no forced templates
- Tiered rights and privileges to control access to various software capabilities
- Ability to preview content before committing to screens
- Powerful mosaic tool used to create layered designs and grid-based layouts
- Digital signage captures more attention and creates greater recall than static media

## Customers include:

*McDonald's, Schlotzsky's, Luby's, Cinemark,  
American Airlines Center, Burger King*



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