

Accor Group

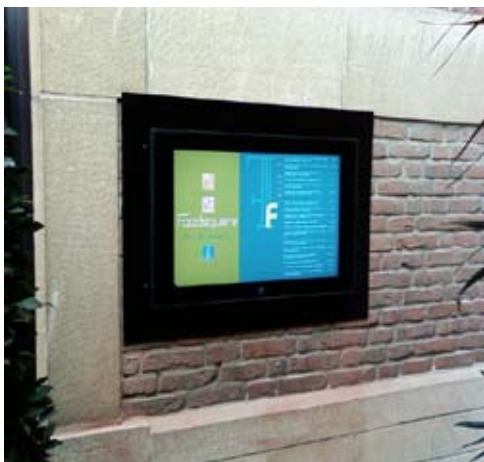
The Accor group maintains customer service as a very important flagship during their daily operations. Providing hotel visitors with the correct information at the right time is one of the many key service offerings from the Accor group. Key information consists of meeting schedules, meeting announcements, hotel facilities, room rates, live news and hotel promotional activities. A digital signage information system has proven to be a very strong asset for ACCOR to increase their communication and branding awareness.

Accor selected the dZine technology because of its user-friendly software for content template creation (page editor) and content scheduling (IDS server). Thanks to the clever database link feature, the dZine digital signage platform will handle the display of adds, logo's and other related content created by external content agencies together with ACCOR hotel information hosted on internal databases. dZine's IDS server runs on one central location in the ACCOR group and is connected by internet to xx hotels to manage the content.

A web interface is provided by dZine for fast and dynamic update of key hotel information.

Solution

The ACCOR group has been rolling out the dZine digital signage solution since 2006 throughout five European countries (Belgium, The Netherlands, Luxembourg, UK, France). Sofitel, Mercure, Novotel and IBIS hotels are benefitting today from dZine's technology. Displays can be found at reception desks, meeting rooms, restaurants and at the bar improving the comfort for staff and employees.

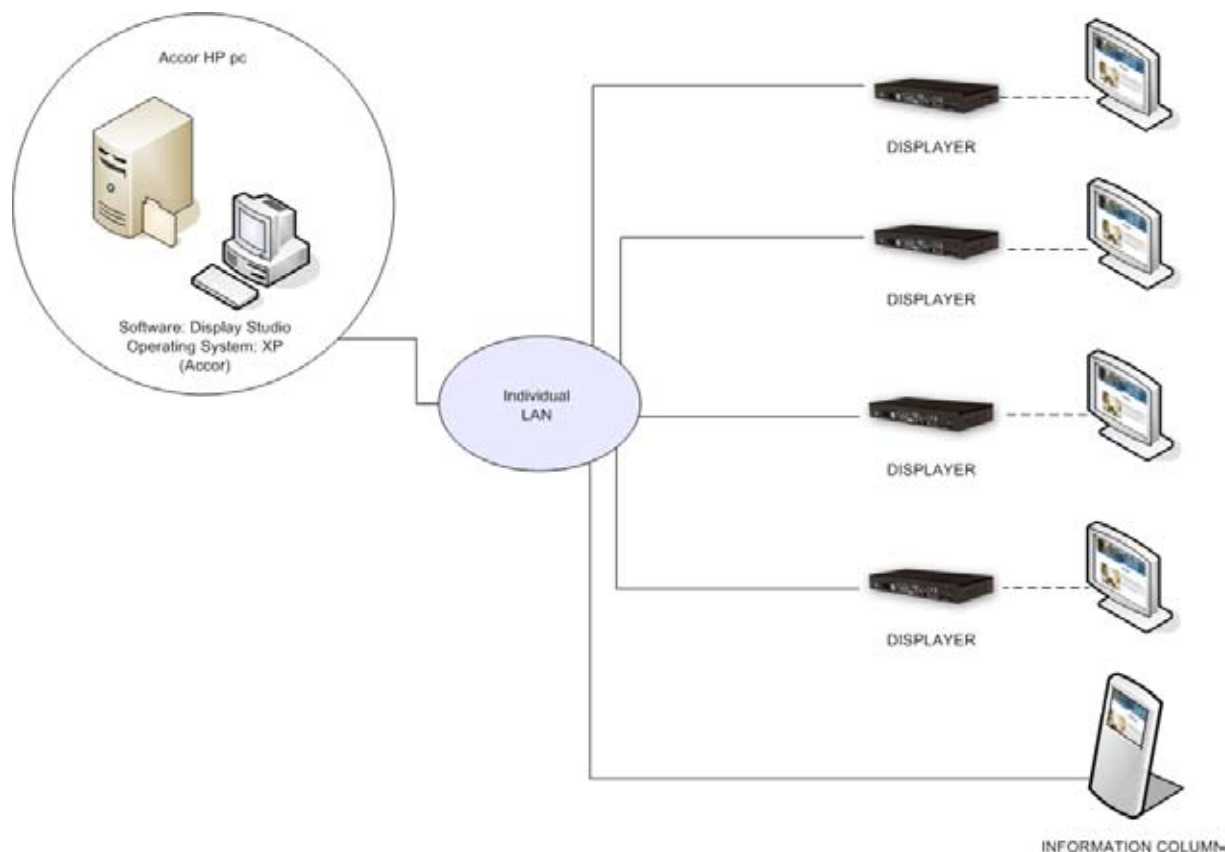


Jan Buysse from Accor says:

Accor was looking for a solution to inform the hotel visitors about the hotel facilities and prices. Posters create a large paper waste and don't draw the attention in comparison to moving images. We were also looking for a system to guide the visitors to the right spot in the hotel at e.g. meetings. So digital signage technology was the perfect solution for us.

The Accor group is very pleased with dZine. Even as we speak new Accor hotels are being equipped with the dZine system and more advanced possibilities to improve the customer services.

The system is very easy-to-use and it is really based on 'what you see is what you get'. We can now easily change all display content from one central computer.



About Accor

Accor, the European leader in hotels and tourism, and a global leader in corporate services, operates in nearly 100 countries with 170,000 employees.

It offers to its individual and corporate clients nearly 40 years of expertise in its two core businesses: Hotels and Services.

About dZine

dZine, being a key player in digital signage technology, has already distributed over 75.000 players world-wide. dZine is a devoted innovative company founded on a strong dedicated team of engineers. The combination of dZine's R&D skills and technical know-how results in solid and future proof solutions. dZine, looking back to a track record of over 15 years in the Digital Signage business, is rapidly expanding worldwide. The company has already established customer relations in over 55 countries.

If you should require more information about the installation, please contact:

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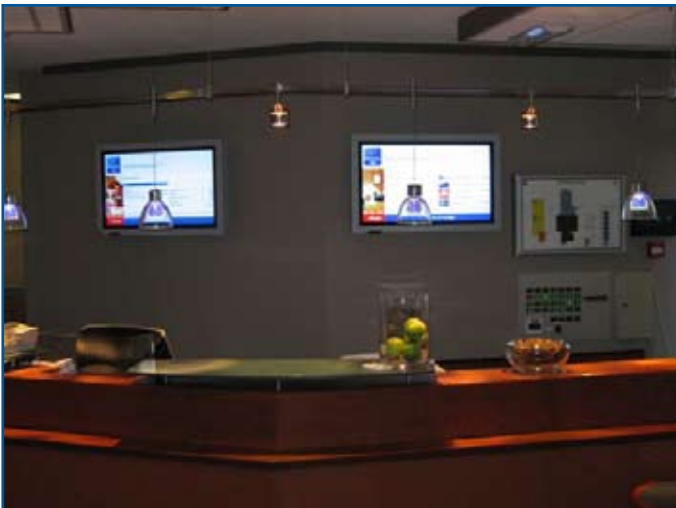
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Mercure Amsterdam Amstel (The Netherlands)



Accor Putten (The Netherlands)



Novotel Eindhoven (The Netherlands)



Ibis Accor Bruges (Belgium)



Accor Putten (The Netherlands)



Novotel Brussels (Belgium)