

I Hotel and Conference Centre

Industry: Hospitality

Technology: Digital Signage



The background

Located in Research Park, the centre of entrepreneurship and innovation at the University of Illinois in Champaign-Urbana, I Hotel and Conference Centre is an exclusive, convention-class hotel featuring 120 rooms and suites catering to businesspeople, academics, wedding parties, and others who desire an ultra-contemporary, guest-focused experience. Detail is the hallmark of I Hotel, from the custom-designed furnishings in the guest rooms to the hot stone massages available at the in-hotel Spa. So when I Operations LLC, the company managing I Hotel, sought to upgrade the performance of the digital signage in its hallways and meeting room foyers, it looked for the very best in both equipment and installation. Its first step was to contact C.V. Loyde, a local vendor and one of the Midwest's premier commercial audio-video equipment providers.

Numerous high-profile displays

"I Hotel has a total of 23 video displays—four 'wayfinder' boards at various points for directions and schedules, and 19 'room marquee' screens mounted outside conference rooms. It was looking for greater flexibility and reliability from all the devices," said Stephen Morris, President of C.V. Loyde. *"The screens themselves performed well, but the CMS software offered limited functionality and the media players were failing at an*

"iCOMPEL is an extremely innovative device. It offers ease of use, reliability and content flexibility," said Morris. *"Best of all, it combines hardware and software in one unit. As a dealer, that's one of the most appealing benefits we can offer because it gives our clients one manufacturer to work with for both pre- and post-sale support."*

A complete, one-box solution

As a complete CMS for Digital Out of Home (DOOH) displays, iCOMPEL dramatically lowers the cost of content generation and control. Despite its modest one-time investment, iCOMPEL can power one, ten, or a thousand video displays. What's more, iCOMPEL is ready to use out of the box. The unit is controlled by a standard Web browser, making it easy for non-technical users in a variety of deployment situations.

iCOMPEL can combine video or live TV with scrolling text, photos, Flash, and Web content to create dynamic, multipurpose displays that serve multiple needs. *"We realised that the I Hotel staff could significantly increase the value of its displays using iCOMPEL,"* noted Morris. *"In addition to news feeds, weather widgets, conference agendas, and such, conferences could broadcast meeting activity.*

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inordinate rate for such a young system."

C.V. Loyde believed that a best-in-class Content Management System (CMS) for I Hotel would provide not only performance improvements, but also new opportunities to delight guests and even increase revenue. Its search led it to the Black Box® iCOMPEL™ digital signage media player.

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