

PHILIPS

Professional Display Solutions

2019

Inspirational display solutions

Book of case studies



Public venues

Hospitality

Retail

Corporate

Healthcare

Food & Beverage

Transportation

Entertainment

Education





Philips collaboration

It's about connection.
Communication.
Partnering to increase opportunities
and affect a better outcome.
Sharing ideas,
expertise and innovations so they can
grow and evolve into actual solutions
that benefit everyone involved.

Over the years, we're proud to have
collaborated on projects with some
of the world's best brands & minds.

Here are a few of our stories.

Philips Professional Display Solutions

Public venues

The Museum of The National Bank of Belgium

Sønderborg Multicultural House

Flemish Parliament Visitor Centre

Paris La Défense Arena



The Museum of The National Bank of Belgium **brings its exhibitions to life**

High impact display: A spectacular display of five 98" screens hanging in the Museum of The National Bank of Belgium provide visitors with a high-impact digital experience, in which they can engage with the content in a truly larger than life form.

Central control: The Philips Professional Display set up is easily updateable by staff of the museum, to cater for new exhibits and additions to existing exhibits. Updates are made possible through Ocular's custom CMS system and can be pushed to a single screen or to multiple screens for infinite versatility.

Interactive content: Using Ocular's custom set-up, visitors are able to interact with the screens within the museum in one of three languages to accommodate for the unique language mix of Belgium. The screens throughout the museum provide visitors with hands-on learning experiences to make learning much more engaging.

Seamless connectivity: Screens are connected to Ocular's intuitive Audioguide system to bring exhibits to life through user interactivity.



Client: Ocular for the Museum of The National Bank of Belgium



Partner: Pièce Montée



Location: Brussels, Belgium



Products: Philips U-line 98" displays (5 units); Philips T-line 10" displays (20 units)



Level 1

Vertrouwen en gaat te
VOLKSWIJSHEID
La confi...
aussi diff...
ABASE POPULA...
Vertraue...
SPRICHWORT...
Trust co...
TRADITIONEL...

Public venues



Sønderborg Multicultural House connects the past **whit** the future

Impressive video wall: The product quality and project specification through to post-sale service and aftercare is excellent and consistently reliable, which is extremely important to our client base.

The right solution: Within the pre-selection phase, Philips was very helpful regarding choosing the right product for the tilting mount proposed by the client.

Information Screens: Everywhere in the Multicultural House, Philips information screens are installed.

The info screens are located on the walls and built into the gables of some of the library bookshelves. Info screens give the house users information about activities in the house.

Information and entertainment: The video wall offers a new way to share information with the hundreds of visitors of the Multicultural House Sønderborg.

 **Client:** Sønderborg Multicultural House

 **Partner:** AV Center

 **Location:** Sønderborg, Denmark

 **Products:** Impressive video wall with 55", 49" and 42" Philips signage displays



Public venues



The Flemish Parliament Visitor Centre takes guests **on an exciting journey**

High impact videowalls: The story of the Flemish Parliament is told through interactive videowalls. These videowalls provide visitors with a high-impact digital experiences that are both engaging and memorable.

Central control: The Philips Professional Display set up is easily updateable by the staff of the Flemish Parliament Visitor Centre to add new content and information for each of the exhibits. Updates are made possible through Ocular's custom CMS system and can be pushed to a single screen or to multiple screens for infinite versatility.

Interactive content: Using Ocular's custom set-up, visitors can interact with each of the screens in the language of their choice using a handheld audio-guide. All they need to do is 'point-and-click' to engage with the content in their preferred language.

Seamless connectivity: Engagement is boosted throughout the visitor centre with Ocular's perfectly designed set-up that takes guests on a unique, interactive journey. The stories of each exhibit are connected to each other for an in-depth learning experience like no other.



Client: Flemish Parliament
Visitor Centre



Partner: Ocular



Location: Brussels, Belgium



Products: Philips Videowall
BDL4988XC (45 units);
Philips Q-line 49" and 32"
displays (10 units); Philips
10" Touchscreen (2 units)



Vlaams
Parlement



1 De Burger Kierst

De Burger Kierst is een project van de gemeente Rotterdam. Het project is bedoeld om de burger te betrekken bij de besluitvorming over de toekomst van de stad. De burger kan zijn mening geven over de toekomst van de stad door te klikken op de knop 'Mijn mening geven' op de website van de gemeente Rotterdam.

Ausrichten und klicken

Public venues



The Paris La Défense Arena gives guests **a performances worth seeing**

Easy content updates: Content can be easily updated by the stadium staff. Promotions and sponsored content can be added at any time, allowing for upselling and cross selling opportunities internally or in collaboration with event organisers.

Remote upgrades: BforPro can push new software updates remotely to ensure all screens are running smoothly with the latest features and stability requirements.

Future-proof: New features and demands can be easily configured and deployed by BforPro when necessary.

Ultra-quick and easy deployment: The new set up was devised and installed within a very short timeframe.

A personal touch: Content can be customised using the CMND & Create tool. The content-management module of CMND allows for easy creation and distribution of branded content such as seating arrangements, timetables and event information.

Wayfinding-routing: Guests are guided to the right direction and seating via clear digital signage, which can be adapted to cater for multiple languages.



Client: Paris La Défense Arena



Partner: BforPro



Location: Paris, France



Products: Philips D-Line 55", 49" and 43" displays (298 units); Philips 75" U-Line displays (20 units)





Public venues

Hospitality

Opus XVI

Hotel Østerport

Double Tree by Hilton Turin Lingotto

NH Collection Eurobuilding Hotel Madrid and Berlin Mitte Hotel



Client: Opus XVI



Partner: Hospitality Partner



Location: Bergen,
Norway



Products: Philips HFL5011
series displays and Q-line
displays (70 units)

Opus XVI gives its guests a one of a kind cultural experience

A personal touch: Content can be customised using the CMND & Create tool. The content-management module of CMND allows for easy creation and distribution of branded content such as corporate logos and more for business guests during team events.

Remote upgrades: Hospitality Partner can push new software updates remotely to ensure each device is running smoothly with the latest features and stability requirements.

Energy efficient: Low power consumption screens and auto-off features help minimise operating costs for the hotel.

Android: An exciting world of extra possibilities are included in each room thanks to the Android system. New apps, content and games are accessible through the custom intuitive menu.

Future-proof: New demands from the hotel can be easily deployed by Hospitality Partner within hours, enabling them to add new features for staff and guests when required via CMND and Control.

True simplicity: Integrated IPTV combined with custom menus provide guests with a simplified user experience that empowers them to make the most of the channels and features available to them.



Hospitality



Hotel Østerport completes its fresh **new** **high-end look**

Endless possibilities: Hotel staff can create new custom content using the CMND & Create tool. The content management module of CMND allows for quick and easy creations of promotions, information and personalised final touches for guests.

Remote upgrades: Hospitality Partner can push new software updates remotely to ensure each device is running smoothly with the latest features and stability requirements.

Energy efficient: Low power consumption screens and auto-off features help minimise operating costs for the hotel.

Android: An exciting world of extra possibilities are included in each room thanks to the Android system. New apps, content and games are accessible through the custom intuitive menu.

Future-proof: New demands from the hotel can be easily configured and deployed by Hospitality Partner, enabling them to add new features for staff and guests when required via CMND. Furthermore Philips Tv has HEVC Tuner in all of their Tv, which makes them futureproof as HEVC most likely will be deployed within 2020 according to Danish ministry of Culture.

Buy back: Hospitality Partner worked with Hotel Østerport to offer a buy back solution of the old equipment - saving the hotel money and reducing environmental waste.



Client: Hotel Østerport



Partner: Hospitality
Partner



Location: Copenhagen,
Denmark



Products: Philips
49HFL5011T displays
(170 units) and Q-Line
displays (3 videowall 2x2)

HOTEL ØSTERPORT



HOTEL ØSTERPORT

WELCOME

We hope you will enjoy your stay with us



WATCH TV



CHROMECAST



LISTEN TO RADIO

Please feel free to contact the reception for any questions.
Check-out time is 12:00 noon.

BREAKFAST:

Monday-Friday: 06.30-10.00 hrs
Weekends and local bank holidays:
07.30-11.30 hrs

BREAKFAST TICKET:

Have you booked without breakfast?
Tickets can be bought at the
reception at DKK 125,00/person.

Hospitality Partner



Double Tree by Hilton Turin excites **its** guests

Easy content updates: Custom content creation through the CMND & Create tool allows hotel staff to push promotions, city information and messaging to screens throughout the hotel.

High-end aesthetic: Kemcomm SRL integrated Philips Ambilight TVs throughout the hotel for a unique guest experience that brings perfect ambient lighting to each room.

Remote upgrades: Kemcomm SRL can send software updates remotely to ensure each device is running smoothly with the latest UI and stability features. Software upgrades are instant, and can be directed to the entire fleet or selected sectors.

Out-of-door displays: Meeting rooms and facilities are connected to customisable out-of-door screens for dynamic signage.

Android: Built-in Android opens up an exciting world of possibilities with easy access to apps, content and games.



Client: Double Tree
by Hilton Turin Lingotto



Partner: Kemcomm



Location: Turin, Italy



Products: Philips 55"
Signature displays
(152 units); Philips D-Line
55" and 32" displays
(10 units)





Hospitality



NH Collection introduces a new guest room concept **featuring multi-sensory innovations**

Dynamic ambience: Content from the TV is directly linked to the ambience of the lighting and sound within the room for a immersive entertainment and mood setting experience.

Automated control platform: A custom control platform created by Philips links lighting, curtain motors, temperature and sound – all operated by an iPad and in-room wall stations.

Emotional shower: Water, sound and light are brought together to create a true multi-sensory showering experience that takes hotel guests to another world of pure bliss – whether they want to relax or be energised.

Perfect lighting: Controlled lighting based on the selected mood is deployed across the entire room, creating the perfect ambience that is in harmony with all the creature comforts that is included.

Intelligent music: The Mood Room set up features intelligent music, where the perfect music selection is played at the right volume based on the mood. If required, guests can also choose their own music too.

Remote upgrades: The Wallace Network can push new software updates remotely to ensure rooms have optimised ambience and mood options.



Client: NH Collection
Eurobuilding Hotel Madrid
and NH Collection Berlin
Mitte Hotel



Partner: The Wallace
Network



Location: Madrid, Spain and
Berlin, Germany



Products: Philips Signature
55"; Philips MediaSuite 49"



NH COLLECTION



Hospitality

Retail

Pangea Barcelona

GameStop Italia

Kuoni

Pinalli Profumerie



Pangea disembarks in Barcelona with the **opening of the world's largest travel shop**

Interactive touch-screens: Screens are used throughout the shop as interactive learning stations. By providing customers with hands-on content, the audience can learn more about each topic at their own pace while being directly engaged with unique experiences.

Partner support: The team at Philips Professional Display Solutions are always ready to assist with any support queries and new demands.

Android: Further enriching the selection of interactive services, built-in Android opens up an exciting world of possibilities. New apps, content and games are easily accessible through an intuitive menu that's designed to cater for every potential customer/traveller.

Premium brand experience: Philips Displays contribute to creating a consistent, high-end brand experience in the Pangea store in Barcelona.

High-performance reliability: Content and displays in each store can be quickly and accurately managed through the custom digital signage system.



Client: Pangea Barcelona



Partner: Emotion Technologies



Location: Barcelona, Spain



Products: Philips D-Line 55", 49" and 32" displays; Philips T-Line 55" displays; Philips Q-Line 55" and 49" displays; Philips X-Line displays (40 units in total)

THE TRAVEL
PANGEA



PANGEA
THE TRAVEL STORE



PANGEA
THE TRAVEL STORE



A DOS PASOS



PANGEA



NIEVE



Retail



GameStop Italia levels up

Easy content updates: CMND software allows each store to push promotions and messaging in an instant to compete with online offers.

Remote upgrades: Digital Company Italia can send software updates remotely as new features are rolled out with technological trends and advancements.

Advanced reliability: Robust screens built for intensive usage 365 days per year were chosen. A strong partnership between Digital Company Italia and Philips Professional Display Solutions means that should any screen require service, it will be resolved within a matter of hours anywhere in Italy.

Seamless installation: The upgrade was completed for each store with zero interruption to the store's operations.

Less frequent calibration: Philips D-Line screens are stable, colour accurate and colour consistent. They require less frequent calibration than nominally comparable displays from other companies.



Client: GameStop Italia



Partner: Digital Company Italia



Location: Turin, Rome and more stores in Italy



Products: Philips Q-line and Philips D-line (from 32" to 86") series displays (1100 units)

GameStop
power to the players™

GameStop

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Ripariamo la tua console
in **TEMPI RECORD!**
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www.gamestop.it

Retail

Kuoni takes travellers on a new journey

Remote central updates: Kuoni is able to push new promotions and offers to all or selected stores as they wish.

Remote upgrades: i-Tech can push new software updates remotely to ensure each device is running smoothly with the latest features and stability requirements.


Quick deployment: Reduced time to market by 80% for marketing communication, allowing new offers and promotions to be available faster than ever before.

Android: Custom content and insight integration is made possible through Android system, working seamlessly with the existing system by Kuoni.


Future-proof: New demands from Kuoni can be easily configured and deployed by i-Tech, enabling them to add new features as required.

Custom set-up: Displays were integrated into custom-made frames that mixed luxury fabrics and digital technology.

 **Client:** Kuoni

 **Partner:** i-Tech GmbH & Co. KG

 **Location:** Switzerland

 **Products:** Philips D-Line 55", 49" and 43" displays; Philips H-Line 75" and 47" displays (overall 75 Stores)

KUONI



Retail



Client: Pinalli Profumerie



Partner: Visionled CSA



Location: Parma and Carpi,
Italy



Products: Philips X-line 55" displays (26 units); Philips Q-line 84", 65" and 55" displays (24 units); Philips T-line 65" display (1 unit)


PINALLI

Pinalli Profumerie revitalises its stores **with a fresh new look**

Remote central updates: Pinalli Profumerie is able to push new promotions and offers to all or selected stores in an instant.

Remote upgrades: C.S.A Led can push new software updates remotely to ensure each device is running smoothly with the latest features and stability requirements.

Quick deployment: Reduced time to market for marketing communication, allowing new offers and promotions to be available faster than ever before.

Android: Custom content and insight integration is made possible through Android system, working seamlessly with the Visionled CSA developed system.

Future-proof: New demands from Pinalli Profumerie can be easily configured and deployed by Visionled CSA, enabling them to add new features when needed.

High-performance reliability: Content and displays in each store can be quickly and accurately managed through the custom digital signage system.

Cost efficiency: Digital signage means that content can be instantly pushed to market without printing costs or lost time in market.



Retail

Corporate



Sparkasse adds a personal touch with one-to-one banking **for its customers**

Dynamic consulting desks: Presentation of core solutions and ancillary services through integrated digital engagement, as well as more informative content and 'phy-gital' tools to communicate products.

Custom set-up: Displays were integrated into custom-made frames that mixed digital technology and functional design.

Android: Custom content integration is made possible through Android system, working seamlessly with the Pro Lab developed system.

Remote central updates: Sparkasse is able to push new communication to all or selected branches in an instant.

Remote upgrades: Pro Lab can push new software updates remotely to ensure each device is running smoothly with the latest features and stability requirements.

Future-proof: New demands from Sparkasse can be easily configured and deployed by Pro Lab, enabling them to add new features as required.



Client: Sparkasse – Cassa di Risparmio di Bolzano



Partner: Pro Lab



Location: Bolzano, Italy



Products: Philips T-Line 10" displays; Philips D-Line 49" and 32" displays; Philips H-Line 75" and 55" displays; Philips Q-Line 86", 65" and 48" displays (69 units in total)



SPARKASSE
CASSA DI RISPARMIO



SPARKASSE HAUS
LÖSUNG FÜR DIE ZUKUNFT

Cerca il tuo immobiliare
secondo i tuoi sogni

Deutsch

Corporate

Healthcare



AZ Sint-Jan Brugge-Oostende AV takes patient care **to a new standard of comfort**

Interactive information: You want to welcome your visitors, inform them and express the right image all at once. Not the easiest task, but thanks to Oscar! you needn't worry. After all, it's completely up to you which content your visitors will see, on which screen and at what time.

Easy content updates: Content can be easily updated by the hospital staff based on single patient rooms and multi-patient rooms to ensure that the right information or entertainment is provided at all times.

Remote upgrades: Software updates can be remotely deployed over the air to ensure the latest features and security patches are installed. Updates are instant, and can be directed to the entire set of screens or selected sectors.

Energy efficient: All the displays selected require very low power consumption, which helps the hospital keep running costs down.

Future-proof technology: New IPTV & Digital Signage features can be quickly deployed without additional hardware or cabling, ensuring quick and cost-effective results.



Client: AZ Sint-Jan
Brugge-Oostende AV



Partner: Tele-Signal
Electronics



Location: Bruges, Belgium



Products: Philips
MediaSuite 32" and Philips
HeartLine 19" displays
(500 units)



7 DE RENTREE

>>> BUREAU WAARDELOZE CONSUMPTIE

VO ka

at voor onafhankelijkheid van Catalonië

Mogelijk 80 miljoen auto's minder in E

ropey Invest 19.90 ▼ -1.00%

Celvad 43.66 ▲ 2.48%

PHILIPS

Healthcare

Food & Beverage



Pokéria by NIMA serves up a **fresh** menu

Versatile compatibility: Advanced software compatibility makes each Philips X-Line display ready for external management tools. Custom BrightSign and WallSign seamlessly connect to the one dashboard through the built-in Android player allowing for synchronised or split content across the Videowalls.

Content tagging: To manage the large number of Pokéria by NIMA content, tags can be implemented to make searching for the right piece of communication quick and instant. Tagged content can then be scheduled to be pushed live automatically when needed.


Social integration: Social content can be displayed on screen by staff and customers. Easy to use filters will block or publish content without a need for a moderator.

Central control: Content can be updated at restaurant level either locally or remotely. Updates can also be pushed across all restaurants through a central location.

Dynamic content: Menu items and ingredients can be updated instantly to accommodate offers, out of stock items and new specials.

 **Client:** Pokéria by NIMA

 **Partner:** Kemcomm and 3G Electronics

 **Location:** Milan and Florence, Italy

 **Products:** Philips X-line 55" and 49" displays (20 units) in menu board configuration

POKÉRIA
BY NIMA

Transportation



Client: Greyhound Lines, Inc.



Partner: OnSign TV and Message Point Media



Location: USA and Canada



Products: Philips D-Line 65", 55", 49", 43", 32" displays and P-line displays (170 units)



Greyhound Lines takes travellers **on a new journey**

Remote central updates: Greyhound Lines can seamlessly access live GPS based information for bus arrivals and departures as well as publish additional information and notices when needed from one central web based console.

Remote upgrades: OnSign TV can push new software updates in the background to each screen to ensure every display is running smoothly with the latest features and stability requirements.

Airport-grade information: Outdated static information has been replaced with live information for bus arrivals and departures.

Android: Custom content, information layouts and passenger education videos are displayed through the Android integration system. This system connects information from Greyhound real-time operations centre with each terminal's screens.

Future-proof: New demands can be configured and deployed by Message Point and OnSign TV, enabling Greyhound to roll out additional functionality and react to changes in technology while preserving their capital investment in the system.

Custom casing: For some terminals that required displays to be installed outside, Message Point was able to integrate Philips P-Line 700 NIT High Brightness displays into custom-made enclosures that are both weatherproof and vandal resistant.



GREYHOUND



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EXTRA LEGROOM

03 25

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Transportation

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Connect with us

Check out



BJCTA leads Transit Innovation with **Realtime Information**

Signage Platform: Message Point selected OnSign TV to power TransitPoint™ because it offers one of the most powerful professional signage platforms while enabling them to develop their own entirely new signage apps.

Positive impact: The daily commute has been improved with better efficiency for passengers and easier control for operators.

Remote central updates/upgrades: BJCTA can supplement real-time information on bus arrivals and departures. OnSign TV allows the core signage app as well as Message Point's custom apps to be mass updated remotely. This maximizes uptime, and ensures each display is running smoothly with the latest features and stability requirements.

Android: Custom content, information layouts and insights are all operated through the Android integration system.

Future-proof: Evolving requirements from BJCTA can be easily be accommodated by Message Point using OnSign TV and the Philips Intelligent displays. Such as replacing the driver's manual arrival entry with automatic Bluetooth Beacon based arrival signalling by year end.

Enhanced Accessibility: Designed from the ground up to meet or exceed all requirements of the Americans with Disability Act.



Client: Birmingham
Jefferson County Transit
Authority



Partner: OnSign TV and
Message Point Media



Location: Birmingham,
Alabama, USA



Products: Philips D-Line 65"
and 49" displays (34 units)



OHAMA BY LOCAL
f #byBirmingham
RCU Birmingham

SATURDAY
AUG 11 7:00 PM

TORY LANEZ

AVONDALE BREWING COMPANY

BIRMINGHAM INTERMODAL

megabus.com
DEPARTURES

ALLIANCE	2:30 PM	4:06 PM
	12:30 PM	4:08 PM

AMTRAK

Train Information

Train	Number	Destination
19	New Orleans	Delayed
20	New York	Delayed
03:03 pm	Status	Delayed

Last Updated Time: 12:39 pm

WELCOME TO THE **max**

Greyhound

REAL TIME MAP

ARRIVALS

Train	Destination	Arrival
0001	BIRMINGHAM TO	12:47 PM
0002	BIRMINGHAM TO	11:05 AM
0003	BIRMINGHAM TO	10:27 PM
0004	BIRMINGHAM TO	10:17 PM
0005	BIRMINGHAM TO	10:15 PM
0006	BIRMINGHAM TO	10:08 PM
0007	BIRMINGHAM TO	10:05 PM
0008	BIRMINGHAM TO	10:05 PM
0009	BIRMINGHAM TO	10:05 PM
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0019	BIRMINGHAM TO	10:05 PM
0020	BIRMINGHAM TO	10:05 PM

DEPARTURES

Train	Destination	Departure
0021	BIRMINGHAM TO	11:05 AM
0022	BIRMINGHAM TO	11:05 AM
0023	BIRMINGHAM TO	11:05 AM
0024	BIRMINGHAM TO	11:05 AM
0025	BIRMINGHAM TO	11:05 AM
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0040	BIRMINGHAM TO	11:05 AM

Mobile Birmingham

BIRMINGHAM INTERMODAL FACILITY

Transportation

Entertainment



Client: Majestic Bingo Limited



Partner: Willow Communications



Location: Barrow in Furness and Mansfield, UK



Products: Philips Studio Line 65" and 48"; Philips V-Line 47"; Philips U-line 75" displays



Bringing cutting edge technology into **Britain's bingo halls**

Impactful brand-building: Philips displays throughout each venue amplify brand messaging and enable successful cross and up-selling of hall offering.

Enhanced customer experience: An integrated solution that delivers the ability to introduce new games, experiences and entertainment products.

Easy system integration: Philips displays working together with Willow's BigD system is a proven and supported solution, offering simple integration and control.

Customer support: The team is always ready to assist with any support queries and new demands.

Future-proof: Philips Professional Display Solutions offer the right combination of technology and service that Magestic Bingo needed now, plus offer a wide range of possibilities for future integrations.

THE LOUNGE

APOLLO
BINGO

APOLLO
BINGO

Entertainment

Future case studies

Bergen Airport

Snai Tech

Tekniska Verken

Adarsa Group

Perfect gift

TIL HENNE

CLINIQUE
MOISTURE SURGE SETT
419 NOK

CLINIQUE
MOISTURE SURGE SETT
419 NOK

DU... LEVEL VALUE

Bybanen
Bergen light rail
Avgang hvert 5 minutt
Departures every 5 minutes

Flybussen til Bergen sentrum
Airport bus to city center
Avgang hvert 10 minutt
Departures every 10 minutes

Flybussen - Åsane
Airport bus - Åsane
Neste avgang: 14:45
Next departure: 14:45

Bagasjen din blir på båndet
du har handlet

Your luggage stays on the
carousel while you shop

Bergen Airport
Videowalls

**BERGEN LUFTHAVN
FLESLAND**

Snai Tech
Multiplay shop



Tekniska Verken
Control room





Adarsa Group
Signage displays





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philips.com/professionaldisplaysolutions