PHILIPS

Professional Display Solutions

2019

Inspirational display solutions

Book of case studies

- Public venues
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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)

BanqueNationaleBank
DE BELGIQUE   VAN BELGIË

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

Multikulturhuset

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

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)

PARIS LA DEFENSE ARENA

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

WELCOME
HOTEL ØSTERPORT
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:
07.30-11.00 hrs

BREAKFAST TICKET:
Have you booked without breakfast,
tickets can be bought at the
reception at DKK 125.00/person.

Hospitality

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 ambiance 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.

Retail

GameStop Italia
levels **up**

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)

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.

GameStop
power to the players®

Kuoni takes travellers **on a new journey**

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)

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.

KUONI

Retail

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.

👤 **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

Corporate

Sparkasse – Cassa di Risparmio di Bolzano

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

Healthcare

AZ Sint-Jan Brugge-Oostende AV

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 Oscart 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)

az sint-jan
brugge - oostende av

Healthcare

Food & Beverage

Pokéria by NIMA

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.

POKÉRIA
BY NIMA

CREA IL TUO POKÉ
Build your poké

SNACK: 6€
REGULAR: 9€
LARGE: 13€

SCEGLI LA BASE

SCEGLI LE PROTEINE

SCEGLI IL CONDIMENTO

Food & Beverage

Transportation

Greyhound Lines
Birmingham Jefferson County Transit Authority

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.

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)

BJCTA
leads Transit Innovation with
Realtime Information

Signage Platform: Message Point selected OnSign TV to power TransitPointTM 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)

Transportation

Entertainment

Majestic Bingo Limited

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.

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

Entertainment

Future case studies

Bergen Airport
Snai Tech
Tekniska Verken
Adarsa Group

Bergen Airport
Videowalls

BERGEN LUFTHAVN FLESLAND

Snai Tech
Multiplay shop

Tekniska Verken
Control room

Adarsa Group
Signage displays

GRUPO **Adarsa**

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