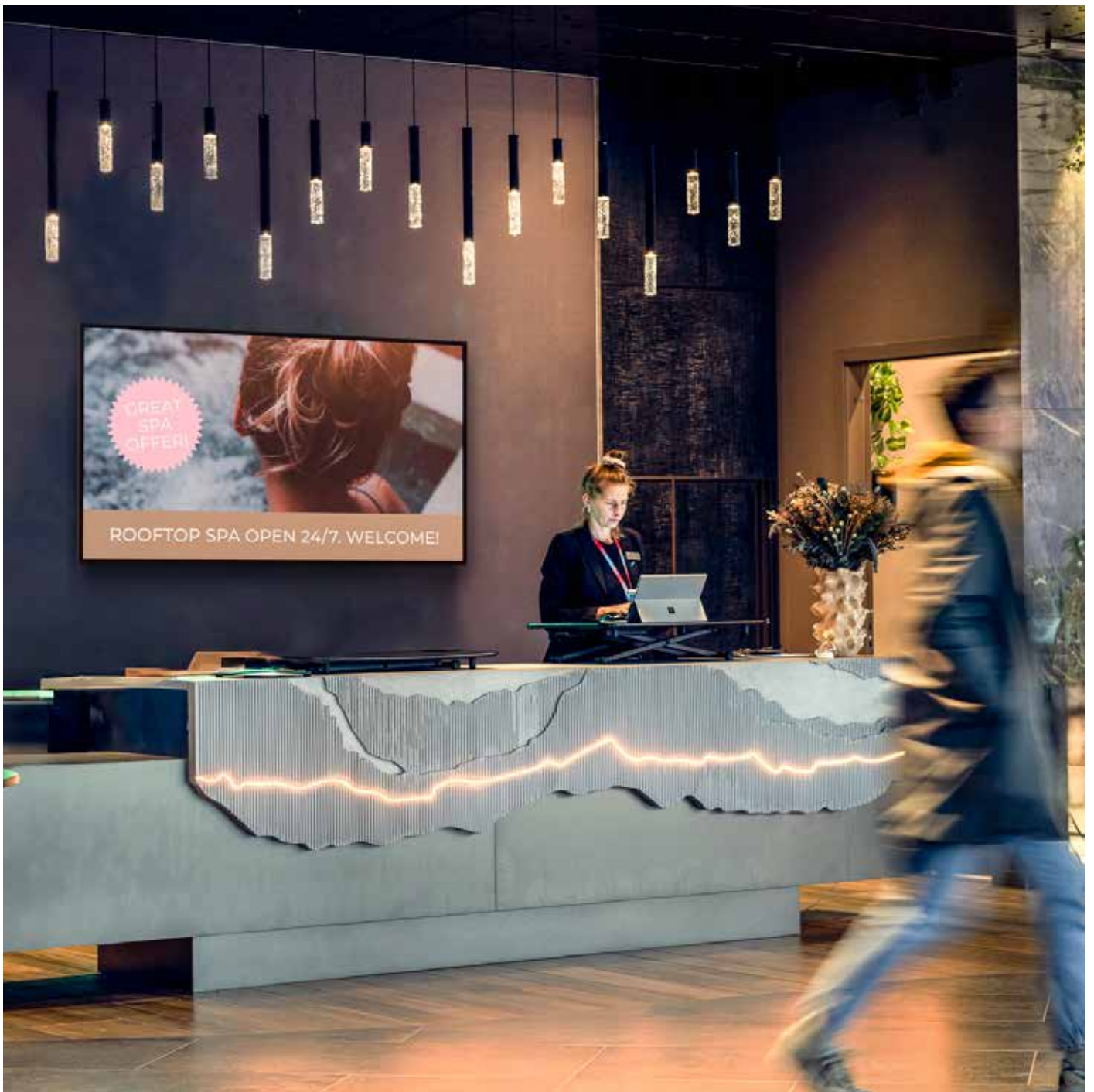


THE EXPERT'S GUIDE

Digital signage for Hotels



Why digital signage works in the hotel industry



Welcomes, informs and delights

From the lobby to the conference room, digital signage helps you elevate the guest journey and keep staff informed. Smartsign lets you manage all your screens from one place, update content in real time, and create a welcoming, premium atmosphere throughout your hotel.



Digital signage in hotels can...

- Guide your guests in the right direction
- Highlight menus, offers and services
- Sync meeting and event schedules with ease.

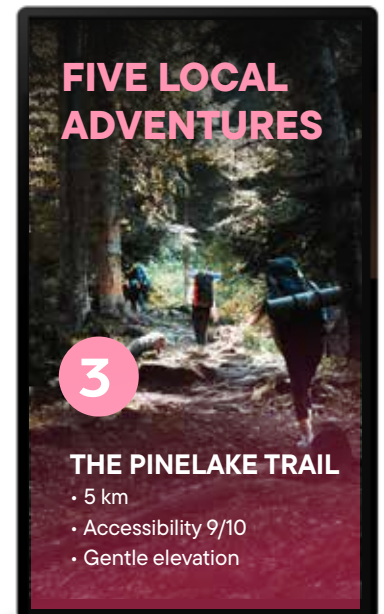
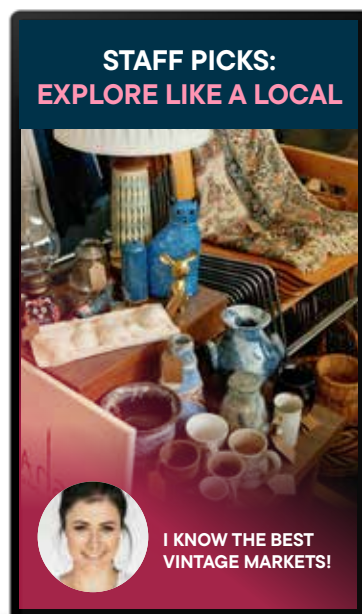
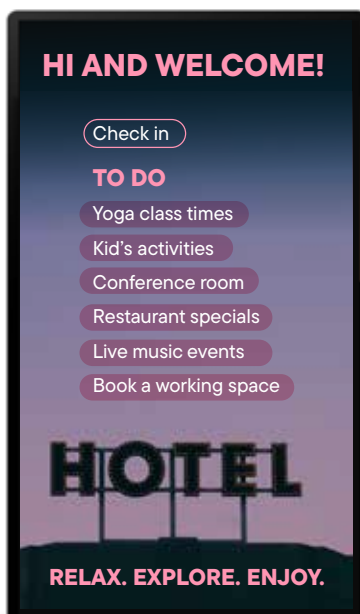
Welcoming your guests with digital signage

In hotels, the lobby is often the first point of contact for your guests. It's where first impressions are formed and orientation begins. Let the content encourage guests to ask staff questions, seek recommendations, and navigate both the hotel and the local area with confidence.



Content ideas for your reception areas and lobby

- Welcome! (interactive touch screen?).
- Staff tip of the week.
- Local transport (how to get around).
- 3-day weather forecast.
- Attractions nearby + travel guides.

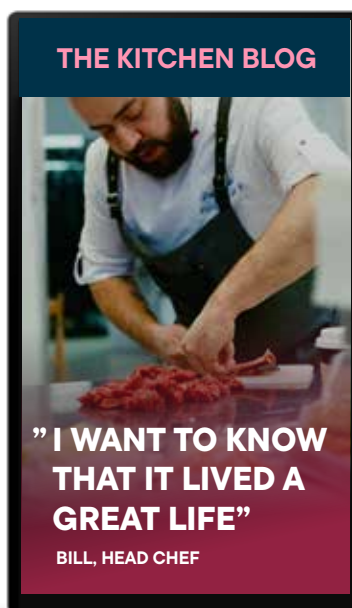
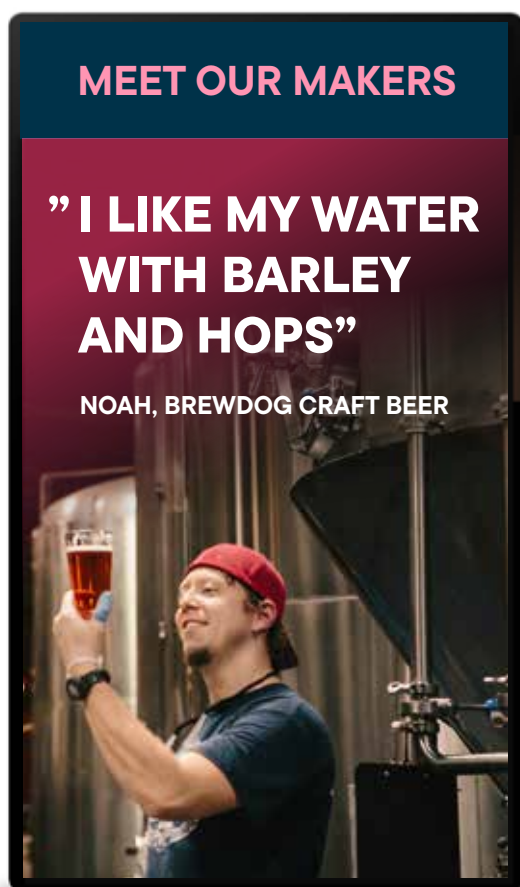


Tell the stories behind your food and drinks

Storytelling can give you a rich and continuous source of engaging content. Every maker has a unique story, from their craft to their traditions, which means you can create a steady flow of authentic and visually interesting material that keeps your digital signage fresh and appealing.



Content ideas for restaurant and bar screens



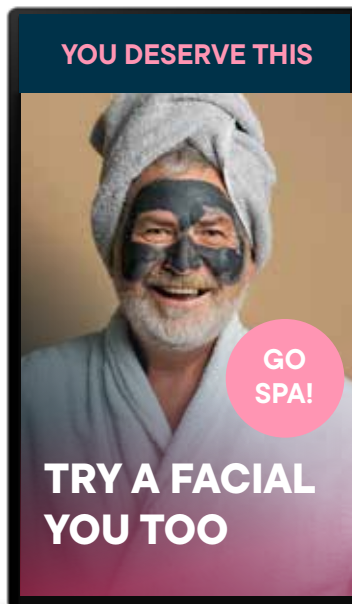
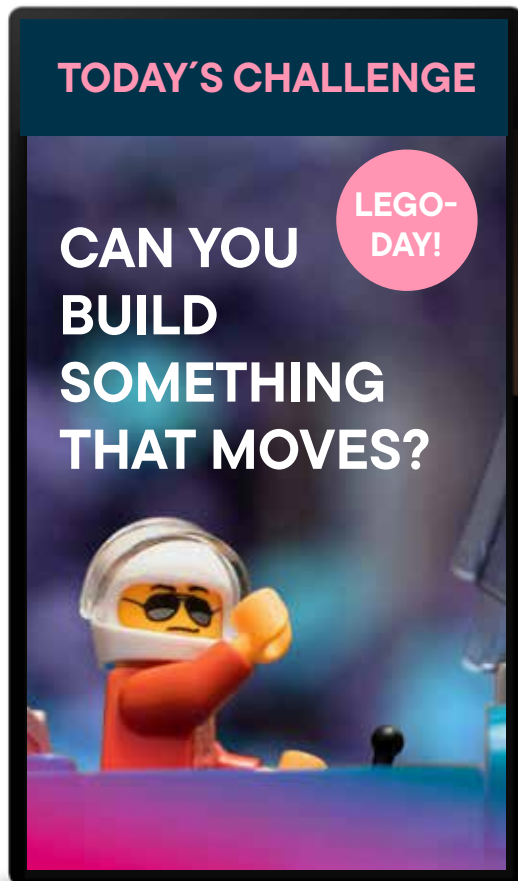
- Tell your suppliers story.
- Food origin: Behind the scenes.
- Beverages spotlight (wine/beer/coffee...).
- Employee experience blogs.

Your screens can be truly engaging touchpoints

The key to creating meaningful content that sparks curiosity and drives discovery is understanding your guests and what matters to them. When your content reflects the needs of parents, children, business travellers, and weekend explorers, it becomes truly relatable and engaging.



Content ideas to present your services and activities



- Ensure all guests feel welcome in the spa.
- Make it playful and interactive for kids.
- Reassure guests visiting for work that you are ready to support them.

Integrate your everyday tools



SharePoint



Trafiklab



Vitec Real estate system



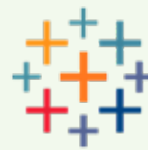
XML



JSON



RSS



Tableau



PowerPoint



Instagram



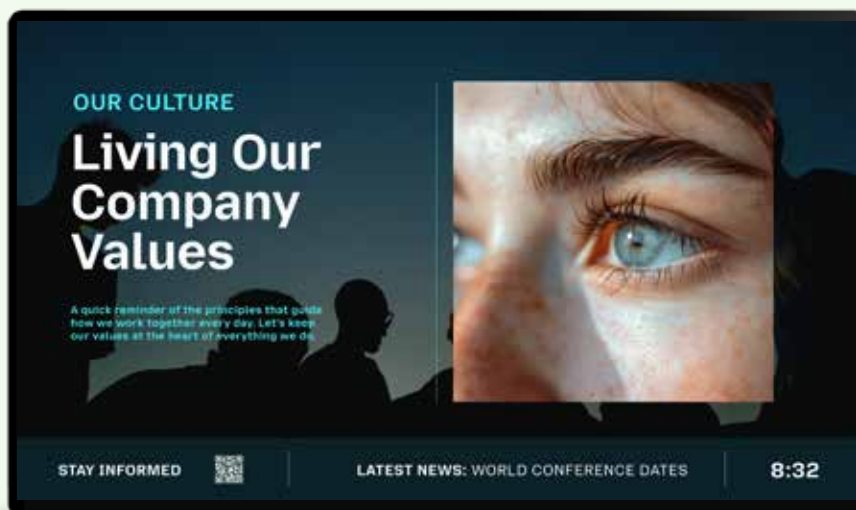
Facebook



Teams Channel



Power BI



Interbook^{GO}

Interbook Go



iCal

Discover the power of Smartsign!



Schedule content to screens

With Smartsign, you can easily manage and schedule content across multiple screens, including single displays, multi-display video walls, touch displays, and LED video walls. Smartsign's user-friendly web interface lets you control all of your devices from anywhere.



Compatible with most hardware

Smartsign supports many professional displays natively, including LG, Samsung, Sony, and Philips. For unsupported screens, Smartsign works with Windows PC, Chrome OS, and Qbic Android devices.



Diverse content support

Smartsign supports various content types, including images, videos, PowerPoint, PDFs, URLs, and a templating tool for easy content creation and updates.

Integrations with Microsoft 365 Calendar, iCal, MS365 SharePoint, Teams, Yammer, countdowns, RSS, and data sources such as XML, JSON, and CSV make it easy to display real-time information and dynamic content.



Power-saving solution

Smartsign not only saves you time, it also saves energy by automatically controlling the power of the screens. Its power-saving features make it a green solution that is better for your wallet and the environment.



Role-based access control

Smartsign's granular role-based access control ensures users have access only to the features they need, providing a secure, customised digital signage solution.



Free tailored training

Smartsign partners with integrators and end users to provide training and ongoing support tailored to your needs, all at no additional cost.



Discover the power of Smartsign!

From managing digital signage in stores to reaching internal staff with important updates, Smartsign is the all-in-one solution you need. Ready to see it in action? Enjoy a full Pro trial license if you book a demo.

[Product overview](#)

[Start your free trial](#)

