

PHILIPS

Professional Display Solutions

Case study Hospitality

The Boutique Hotel 't Fraeyhuis adds an extra touch of luxury

with brand new Philips MediaSuite TVs

“

“We were able to provide a perfect technical solution thanks to the quick response time and innovative product range from Philips Professional Display Solutions.”

– Gregory Dekoker, Owner, Ubicum

ubicum
Bringing IT everywhere

Background

A luxurious sanctuary in the heart of Bruges, the Boutique Hotel 't Fraeyhuis provides exclusive comfort for discerning guests from all over the world. Situated in a historical building in the beautiful Minnewaterpark, this 12-room hotel exudes peace and tranquillity within its elegant setting whilst still being just a stone's throw away from the central market and shopping streets.

Challenge

The Boutique Hotel 't Fraeyhuis has been meticulously designed in a completely refurbished and thoroughly renovated premise. With an aim for absolute guest luxury, every detail within the hotel has been carefully selected by the owners to create a memorable stay – including premium finishes and attentive service. To complement the first-class amenities, it was imperative for the hotel to be fitted with a premium suite of TVs that combine both cutting-edge and future-proof technologies.

Solution

Belgium-based IT and media service experts, Ubicum, teamed up with Philips Professional Display Solutions to bring the vision of Boutique Hotel 't Fraeyhuis to life. In this custom installation, guest rooms were equipped with 32-inch and 43-inch MediaSuite TVs that are ready for direct integration with the hotel's property management system via CMND. Guests are greeted with a personalised on-screen welcome message displaying their details, as well as hotel and city information in their own language. The interface of each display has also been masterfully configured to perfectly match the ambiance of each room. To inspire home comfort away from home, Chromecast built-in allows guests to instantly stream their favourite series, movies and music from their personal devices to the big screen without additional hardware. Powered by Android, access to the Google Play Store also delivers an infinite amount of possibilities with games, apps, entertainment and more. With Ubicum's team of specialists, the entire hotel was fitted out in just two days.

Benefits

Custom connectivity: MediaSuite and CMND allow staff to create and deploy custom messaging including guest, hotel and city information with ease, and in the language of each guest.

Future-proof: New features can easily be developed and deployed remotely by Ubicum as hotel needs evolve.

Remote upgrades: Ubicum can send software updates remotely to ensure each screen is running smoothly with the latest UI and stability features.

Better efficiency: On-screen information saves paper usage for a greener environmental impact, as well as better cost efficiency.

Home comfort: Chromecast built-in and a dedicated YouTube button bring home comfort to the luxurious setting of each hotel room.

Hotel integration: Custom logo, colours and UI has been configured for a seamless integration with each room's deco.

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

Fast facts



Client

The Boutique Hotel
't Fraeyhuis



Location

Bruges, Belgium



Project

Custom hotel display
solution



Products

Philips 32HFL5014/12
and 43HFL5014/12
MediaSuite Series
(12 units)



Partner

Ubicum

