



THE YEATMAN HOTEL Case Study

THE YEATMAN OPORTO

“We want to transform the stay at The Yeatman Hotel into a unique and unforgettable experience. NONIUS.TV solution has certainly contributed to this by providing a five-star in-room entertainment experience. By offering this distinctive service, we hope to increase guest satisfaction and encourage loyalty”.



Adrian Bridge, Chief Executive Officer
of The Yeatman Hotel

The customer

Located in the heart of one of Europe's most important wine capitals, Oporto, The Yeatman is a haven for wine lovers and the prime destination for those wishing to explore the pleasures of Port, the great classic wine for which the city of Oporto is famous. The Yeatman Hotel opened its door in September 2010 and at the time of opening had already installed Nonius' Interactive TV System.

The challenge

Operating in the luxury segment, The Yeatman Hotel wanted to provide its guests with a superior, flexible and easy-to-use in-room entertainment system in order to transform their stay into an unparalleled experience. Adrian Bridge, Chief executive officer of The Yeatman Hotel, explained: *“We wanted to provide the best guest experience by meeting requirements for different guest profiles. We are certain that NONIUS.TV solution offers content and entertainment for both business and leisure guests of all ages, and allows them to use the system in their native language.”*

THE SOLUTION

NONIUS.TV solution is installed in all 82 rooms, with a flat screen LCD display, which welcomes guests with a **personalized message on the TV screen**. Moreover, they have their own **inbox** where they can check messages from the hotel. Guests are also able to access a wide range of **international TV channels, online radio channels, games** and the very latest **Hollywood releases and blockbusters**. NONIUS.TV solution also incorporates **public information** such as flight schedules, weather updates and the latest news.

MediaHub™ integration

Each room has an integrated MediaHub™ offering seamless connectivity through a Plug & Play solution which connects personal devices such as laptops, smartphones, MP3 players and video cameras.

Guests can simply plug in their hand-held devices and NONIUS.TV solution will automatically switch the TV display from the interactive system to the personal device content. Thanks to this auto-switching plug & play feature, guests can simply unplug the device and the TV returns to TV channel viewing mode.

Hotel Branding and Promotion on TV

NONIUS.TV solution is a key factor in enhancing the brand awareness at the Yeatman thanks to the flexibility of the platform. The GUI (Graphical User Interface) was designed to reflect the hotel's brand for each LCD screen.

RELEVANT FACTS:

Location: Portugal

Stars: 5

Rooms: 82

Nonius Solutions: Interactive TV

TVs: Samsung Full HD

Network: UTP Infrastructure

Features:

- ✔ Wide range of international TV channels
- ✔ Video on Demand
- ✔ Internet on the TV
- ✔ Wireless in the room for personal devices
- ✔ Online Radio Channels
- ✔ MediaHub™ integration
- ✔ Personalized Welcome Message
- ✔ Inbox messages
- ✔ Games
- ✔ Public Information



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