Digital Signage Displays Information for Hotel Guests Cloud-Based Transmission Management Enabled From Three Sections

1st Floor Lobby

Customers

Tokyo Dome Hotel
● Bunkyo-ku, Tokyo
● Opened for business in 2000. Located in Tokyo Dome City, 43 stories above ground, it is an expansive facility featuring 1,006 guest rooms. The area is conveniently located, and with the Tokyo Dome and other entertainment facilities clustered in the vicinity, it is always bustling with business travelers and tourists.

Implemented product

Information Display
PN-HY501 x 1 unit
PN-Y326B x 3 units, etc.

Digital Signage Software
e-Signage S cloud service contracted for 15 units
● Installed in March 2024 at the 1st floor lobby, automatic check-in counters, and other locations to display various types of information.

This is what we realized.

Challenges before implementation

In our hotel lobby, we had posted billboards with information for our overnight guests. However, as the amount of displayed information increased, it became cluttered, and replacing the content had to be done manually, which was cumbersome.
Therefore, we considered implementing digital signage, which can be displayed aesthetically and managed centrally.

Various guidance, such as how to check-in, can now be displayed in an easily viewable slideshow format.	The "e-Signage S" cloud service allows the displays to be managed centrally, reducing the burden on staff.	Visibly less signage and improved lobby aesthetics. Reduction in the effort of both printing and replacing signs.

Tokyo Dome Hotel

Takafumi Nakayama,
Front Desk Manager,
Front Desk Service Section,
Accommodation Dept.

Kuniyo Suzuki,
Manager of Education,
Planning and Coordination,
Accommodation Dept.

Background of implementation

Our aim is to display guest information on digital signage in an aesthetically pleasing way and manage the content centrally on a PC.

In the past, the hotel lobby used to display printed information for hotel guests on billboards. However, as the number of signs increased, they became cluttered and unsightly, requiring each one to be replaced manually whenever the information changed, placing a strain on the staff. Therefore, we considered implementing digital signage, which can be presented in aesthetically pleasing colors, and the content to be displayed can be managed centrally on a PC.

Reasons for selection

Easy to operate and prompt after-sales service. Highly reliable, based on the results of previous installations.

Sharp's digital signage has a proven track record in banquet hall information and is easy to operate. The first thing we appreciated was the reliability of the after-sales service, which answered any questions we had immediately when seeking clarification. Since three sections are involved in the transmission of lobby announcements, it is worth noting that content can be managed from each section using the e-Signage S cloud service. Another advantage is that there is no server maintenance work required due to the cloud-based system.

Effect after implementation

Centralized management of all displays with e-Signage S. No more printing guidance on paper, saving time and effort.

The signs are located at the entrance to the lobby on the 1st floor, near the automated check-in area, and in front of the dedicated check-in counter for the Premium Floor on the 2nd floor, displaying information concerning check-in, restaurants, and the names of group guests in a slideshow format. Content can now be managed by a total of approximately 10 members of staff in three sections using e-Signage S. In addition, the ability to control all of the displays centrally has vastly reduced the burden of updating signs. The periodic transmission feature has also eliminated the need for handling single updates, meaning content can be prepared in plenty of time, eliminating omissions and missing information. It has also reduced the time and effort required to print guidance on paper.

Future prospects

Colorful images improve visibility for customers. Video and audio are incorporated to expand information transmissions.

The digital signage display sports vivid colors, improving visibility for our customers. Moving forward, we would like to further broaden our range of expression by incorporating video and audio, and expand the transmission of information on Tokyo Dome City-wide events and limited-time promotions to raise customer satisfaction levels.

The automatic check-in area displays hospitality services for hotel guests, etc.

Guidance for the dedicated check-in counter on the Premium Floor
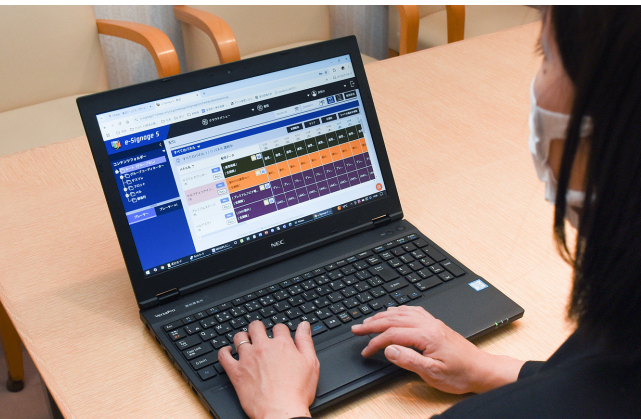
The e-Signage S cloud service allows content to be managed from three sections