



Smart Thinking. Clever Signage

Symon Dacon provider of turnkey digital signage solutions has partnered with iBAHN, leader in broadband and digital communications for the hospitality industry, to provide state-of-the-art visual communications solutions to hotel clients.



(LONDON, UK - FEBRUARY 18, 2010) Symon Dacon have selected iBAHN as their strategic hospitality reseller across EMEA, this partnership will make the complete Symon digital signage offering available through iBAHN.

As digital signage adoption increases within hospitality and questions begin to emerge regarding ROI and added value, together Symon Dacon and iBAHN are providing a solution that will enhance the guest experience and in turn help deliver a faster ROI. The partnership will provide hoteliers with a sophisticated solution that will enable them to expand their visual communications beyond public signage to in-room TV.

As part of this partnership Symon Dacon and iBAHN will integrate their platforms; Symon Enterprise Software (SES) and ETVi, iBAHN's IPTV platform. This will enable hoteliers to deliver timely and targeted information such as spa information and restaurant promotions directly to guests in their rooms. This is done using a single design tool 'Design Studio' to power the complete visual communications infrastructure. This includes meeting room displays, interactive kiosks, video walls, 3D displays, InView Mobile (which allows hotels to push signage content directly to guests Smartphone) and IPTV via iBAHN's ETVi platform.

Guest interaction is an integral part of the Symon solution, says Rob Brinklow, Symon Dacon's Hospitality Channel Manager; the more guests engage with content is the more they connect with a hotel brand and ultimately the more they spend. Our partnership with iBAHN reinforces our view that digital signage should be more than simply 'screens on walls', on the contrary it should be part of a complete visual communications infrastructure.

The intelligent Symon software can collect and display content from numerous hotel and event management systems such as Micros Opera and Newmarket Delphi, to display real-time content and automatic data triggers based on 'logic'. This could include displaying content based on time of day, day of the week, guest demographics and event information.

Through iBAHN Symon Dacon provides complete turnkey solutions including consultancy, software, hardware, content, installation, maintenance and support.

Visit Symon Dacon and iBAHN at IHTF, Marriott Hotel, Grosvenor Square, London on 15th – 18th April 2010

iBAHN is a leader in digital convergence and the delivering of entertainment, communications and internet to the hospitality industry.

iBAHN's High Speed Internet Access (HSIA) services include wired and wireless in-room internet access, state-of-the-art conference technology solutions, wireless connectivity in hotel common areas and internet PCs for those guests travelling without laptops.

Alongside HSIA, iBAHN's innovative digital entertainment service offer guests the widest ever range of in-room entertainment including digital TV, digital video, TV internet and digital audio opening up new revenue streams for hotels and providing numerous opportunities to sell and take bookings for other hotel services via the TV.

Symon Dacon is a specialist provider of digital signage solutions for the Hospitality industry.

The Symon solution enables hotels to communicate key information in real-time across a broad array of stylish display options, including flat-panel HD displays, in-room television, interactive wayfinding kiosks and small-format displays. Symon's Smartphone mobility application also allows hotels to provide guests with in-venue location specific content.

The Symon solution allows hotels to centrally manage dynamic content across multiple displays within a single property or across multiple sites simultaneously, empowering hotels to manage their entire visual communications infrastructure from a single solution.

Symon Dacon provides a complete turn-key solution from pre-sales consultation and creative content services to full training and installation.

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