

## Hospitality Technology Case Study

Convention centers and hotels have one major thing in common – their constituents crave connectivity and comfort. Armed with that knowledge, Marriott International set about building a new Renaissance Hotel and Convention Center in Schaumburg, Ill. to meet the increasing need for hotel and event space outside of Chicago.

Known for providing exceptional comfort and services for its guests, Marriott International's new Renaissance Schaumburg Hotel and Convention Center builds on its reputation to provide guests with easy access to all the in-room technology they need to ensure their stay is seamless.

Construction began in 2004 for this 500-room hotel with 148,632 square feet of event space, and was completed in July 2006. An important element in the new layout of all the hotel rooms and lobby space was finding the right type of flat panel HDTV that could lend the hotel a sleek, modern edge while still providing guests an easy way to use all of their electronics.

Marriott International found that the best combination of easy in-room technology came from LG Electronics' 32-inch LCD HDTVs for all 500 guest rooms and suites, based on the technical advantage provided by the sets. These sets (Model 32LX4DCS) are equipped with Pro:Idiom®, a unique digital rights management system that allows for the delivery of high-value HDTV content. Additionally the models include compatibility with Remote Jack Pack (RJP) model RJP-101M. The RJP interfaces with the HDTV to allow guests to connect external devices such as MP3 players, portable DVD players and laptops to the TV, providing what Marriott calls "data entertainment connectivity."

With data entertainment connectivity, the Renaissance Schaumburg Hotel and Convention Center can provide every guest with an easy way to hook devices to the HDTV. Streamlining the process even further, the RJPs auto-sense when a new device is plugged in and automatically switch the display to the desired content for easy entertaining. For guests at the hotel on business, hooking a laptop up to the TV is a simple way to get work done while watching a movie, using the RJP's split-screen function on LG televisions that have this feature.

Packaging the HDTV and the RJP together across 500 rooms can be challenging. At one point, LG needed to re-program all 500 HDTVs in order to make sure the right content and menu systems were deployed. The Renaissance relied on LG's support staff to ensure all HDTVs were programmed appropriately. LG provided an on-site sales engineer and team to help with all changes made to the HDTV programming and to ensure there were minimal customer interruptions.

"The support we received from LG was exceptional," said Bob Lang, the hotel's director of engineering. "They stood behind their products, and ensured that we always had the technical support we needed."

Asked about best practices and advice for colleagues looking to install new technology in their hotels, Lang says:

- Ensure that you order enough spare sets – around 12 percent of the total amount of rooms is good rule of thumb – just in case you have a faulty set
- Leverage an extended warranty, if possible, as all products occasionally experience some operating issues.
  - The first year of operation may bring issues covered by the manufacturer's warranty; however, an extended warranty offers coverage for any unexpected issues that venues are not prepared to cover in their normal operating cost.
- If using an LG product, obtain a DVD or MP3 player so you can test out the full range of the RJP solution and to ensure that all features are working properly with the TV

To date, the Renaissance Schaumburg Hotel and Convention Center has received numerous positive inquires and comments have been made by hotel guests on the LG HDTVs and Remote Jack Packs. Additionally, the hotel continues to be pleased with LG's HDTV technology and the easy servicing and extended warranty package.

**AUTHOR BIO:**

Bob Lang is the director of engineering at the Renaissance Schaumburg Hotel and Convention Center, and is a graduate of the Illinois Institute of Technology. Bob also serves as an adjunct teacher at Harper College, teaching "Facility Management and Design".