

Case Study.

Holiday Inn Express.

Interactive Digital Signage.



Client Brief.

Our client wanted to install interactive information displays into reception areas and hotel lobbies to promote internal services and show adverts from local companies and amenities.

Acquire's Solution.

Working in collaboration with partners AdVu Advertising Networks, based in Florida, Acquire devised a software solution that would effectively manage the digital content and could be easily updated by hotel staff.

Features and Benefits.

- Easy to up-date content material by hotel staff.
- Advertises local business to boost local economy.
- Visitors felt better informed.
- Enhanced the customer experience.
- Provides proof of play data so that advertisers can determine whether their adverts have been played.

Clients Quote.

"Advertisers can choose whether to be in the business directory or have a full listing to display a full-screen advertisement". "We have been using Acquire for two years now and I have to say that the extent of its features and its ease of use are second to none".

Douglas Oglesby of AdVu

