

# SMARTSIGN HELPS MORE GUESTS ENJOY THE ATLANTIS EXPERIENCE



**ATLANTIS**  
THE PALM, DUBAI

“ A World Away From Your Everyday” is the promise made to visitors.

For those few who haven't yet heard, Atlantis is a majestic 5 star hotel and resort situated on the world famous 'Palm Island' in Dubai. A myriad of attractions are offered across the resort that stretches over an area the size of 11 football pitches, including the Aquaventure Waterpark, The Lost Chambers Aquarium, Dolphin Bay, 3 private beaches, and award-winning restaurants by celebrity chefs such as Gordon Ramsay and Nobu Matsuhisa.

Our role was to fix a digital signage network struggling to cope with the many messages and announcements that their marketing teams wanted to display about the resort's changing activities, special events, daily offers and different promotions.

## The Challenge

A piecemeal digital signage network, comprising multiple screen types running content from 7 historically deployed CMS, requiring repeated playlist input and management.

The network was fragmented, inefficient and lacked synergy. This meant workflow process duplication and frustration as marketing teams struggled to upload and display their messages on the right screens at the right time, and in time, to reach all their guests.

## Components

- LG OLED
- LG LEDs
- Samsung Tizen Panels
- Windows Media Players
- Quibic Android Panels
- Future integration to Sitecore



## The solution

Following a systematic assessment, &Alchemy Digital proposed unifying the network through single, easy-to-manage CMS able to extend performance and meet future needs.

Our solution was Smartsign a CMS that has the flexibility to work across different screens and devices; a CMS with intuitive functionality to help non-specialists compile content; a CMS that can prioritize playlists and instantly updates, adapting to screen size and pixel ratios.

Smartsign can also scale up as displays and third party applications are added, such as interactive wayfinding or event booking capabilities. Smartsign is also able to feed in external sources of information like regional weather reports or local travel news.

Smartsign can be operated with minimal training, and has a very easy to understand monitoring and scheduling capabilities. This allows the whole Atlantis marketing team to make instant changes and adjustments to content, empowering them to take full control of the customer journey.

## The result

A unified CMS that is hardware agnostic; that allows unlimited numbers of users; that currently runs 21 identified playlists across the resort through 75 media players; that is easier to operate and can scale up to incorporate further players, displays and devices.

In essence a network that is more efficient, delivering an integrated workflow process, eliminating duplication and future proofed to meet the IoT and hardware innovation Atlantis are already exploring.



*"Smartsign has allowed us to strategize and display content smarter than ever before. It is easy to use and schedule ads, takes very little time to learn and is highly responsive to any changes, making it effortless for us to reach guests at the right time, in the right place with the right offer."*

**Queeney Hernandez Marketing Manager**

If you'd like to know more about &Alchemy Digital's holistic digital signage solutions or Smartsign's content management software, visit our website [andalchemydigital.com](http://andalchemydigital.com) or email us at [info@andalchemydigital.com](mailto:info@andalchemydigital.com).