

AdQue® Digital Display Systems

A Match by Design

AdQue® is designed to create unique marketing and communication opportunities for hotels.

Much more than digital signage, AdQue can sharpen branding, manage traffic patterns, train employees, and increase sales, while creating a warm, inviting setting for your guests.

Founded on a comprehensive understanding of digital merchandising, “mission critical thinking” about marketing, and a profound command of advanced technologies, AdQue® offers unequaled value, flexibility, and ease of use.

AdQue® Power

Marketing Muscle Where You Need It

AdQue® empowers management to reach guests with long-range programs as well as to realize new opportunities in the fast paced business climate.

Connect with your guests at the point of decision:

Where are the best places to relax? *Present the hours of operation for dining, lounges, the pool, and exercise room.*

Do business guests need additional services? *Schedule the Guest Services message.*

AdQue® In Time

Seizing the Moment

Take advantage of rapidly evolving opportunities:

Inform guests of meeting rooms and schedules without the need to duplicate effort. Acquaint guests with services, other destinations, specials and offers via in-room messaging. Showcase features and services that are exclusive.

AdQue® In-House

Empowering Employees

AdQue® is a quick and memorable way to communicate with employees.

Reach employees one at a time, one venue at a time or reach an entire network of venues.

Use AdQue® before and after busiest hours or provide screens away from public view that are dedicated to employees.

Announce or reinforce organization procedures, as well as deliver product and services updates. Build a culture of motivated and informed employees. Share success stories.

Utilize the dynamics of AdQue® to inform and educate employees about new products and services available to guests.

AdQue® Technology

So Much More Than a Display System

AdQue® Advanced Interfaces link databases, equipment, machines, and digital displays with stunning results.

Internet and Informational Kiosks provide guests, on their own, with the answers to a great variety of travel and other relative questions.

AdQue® One-To-One feature can automatically display ideal messages for *specific* groups visiting the venue.

With AdQue®, meeting rooms and schedules can automatically be presented in the lobby as well as at each area. Staff time is saved, waiting lines are reduced.

AdQue® Results

Bottom Line Connections

AdQue® helps hotels build the dynamic environments that foster strong, long-term relationships, satisfied guests, and motivated employees. The tangible consequence is a substantial return on investment based on:

- ◆ Guest loyalty
- ◆ Lower expenses over paper-based marketing
- ◆ Improved cross-selling ratios
- ◆ Increased closing rates for high margin products

AdQue® Support

Not Just a Pretty Face

Behind the color, the drama, the action of the display screen and fixtures, resides the true heart of the AdQue® system.

It's what audiences don't see that our clients rely on everyday.

AdQue® is about service and that translates into being supportive and accountable in every aspect of concept, design, fixtures, hardware, software, installation, screen graphics, training and maintenance.

AdQue®

More than Meets the Eye



Innovative Solutions By
DATA CONCEPTS, INC.

187 Graylynn Drive ◆ Nashville, TN 37214 ◆ 615.251.6200

Hotel7127.doc

