



Add-On Products customer case study

HABEGGER

Overview

Industry: Tourism

Country: Switzerland

Customer profile:

The Kursaal Bern is one of Switzerland's largest conference centres and concert halls with an on-site casino, hotel, and bars and restaurants.

In 2012, the Kursaal Bern completed a major overhaul of its technical infrastructure. The main contractor and technical advisor for this modernization project was Habegger, a Swiss AV consultancy group with 120 employees and an Add-On Products Ariadne partner.

Challenge:

As part of this project, the Kursaal Bern wanted to implement a digital signage solution that was more up-to-date than its existing Ariadne solution from Add-On Products.

Solution:

After thoroughly researching several different digital signage solutions, the Kursaal Bern decided to upgrade to the new enhanced version of Ariadne.

The number of door signs was increased from 25 to 27 and the number of information and wayfinding signs was increased from 5 to 38. The Kursaal Bern chose to use a mixture of self-sourced Windows-based signs and Modulex hardware to derive the most benefit from Ariadne.

The Kursaal Bern has also signed a maintenance contract with Add-On Products that includes 24/5 telephone, chat, and e-mail support as well as access to all new versions of Ariadne.

Large Swiss conference centre and hotel improves customer service and corporate branding with Ariadne, the digital signage solution from Add-On Products

"Ariadne's features put the product in a class of its own compared to other digital signage solutions. It is extremely easy to implement, use, and scale and the Kursaal Bern has been able to reuse existing information screens without any problems"

Andreas Gemperle, technical consultant, Habegger

The Kursaal Bern is a leading events venue in Switzerland that contracted the audiovisual consulting company Habegger to upgrade its digital signage software. According to Habegger, Add-On Products' Ariadne digital signage software fulfilled the Kursaal Bern's requirements better than any other system on the market. This is due to its user-friendliness, streamlined integration with the hotel's booking system, and future-proofing via updates.

Meetings today:			
KEELE	Keele Inc. Annual Conference Auditorium Alpha	07:00 - 11:00	←
KEELE	Keele Inc. Strategy Group Meeting room 8	07:00 - 11:00	→
KEELE	Keele Inc. Finance Team Meeting room 5	07:00 - 11:00	↑
KEELE	Keele Inc. Products and Research Meeting room 12	07:00 - 11:00	←
ALCOR	Alcor Network Ltd. Coalition Set-up Agreement Auditorium Beta	11:00 - 14:00	←
ALCOR	Alcor Network Ltd. Corporate Design Meeting room 16	11:00 - 14:00	→
ALCOR	Alcor Network Ltd. Control Unit Meeting room 15	11:00 - 14:00	↑

Fashion Show of the Year

STREET is all about glamour, style, and art: the top celebration of our country's talents, while at the same time supporting the work of the largest organization working to end discrimination based upon sexual orientation and gender identity in Oregon.

Mars Observer has found water near landing s

In a class of its own

The Kursaal Bern uses Ariadne to display meeting information and guide guests with its Wayfinding module. Guests can easily find their way to the correct meeting rooms, even if meeting rooms are changed with short notice. Seamless integration with the hotel's booking system ensures that signs always display the latest information.

The Kursaal Bern also uses digital signage to advertise current and future events, such as concerts and shows in its casino. These advertisements can be displayed as static images, videos or streaming web content, all of which are easily updated via the Ariadne editor.

The AV consultancy group Habegger, which spearheaded the project, is among the largest vendors in Switzerland of media systems for hotels, congress centres, and corporate buildings.

Advantages

- Integrates with hotel booking systems and updates meeting information in real-time.
- Professional multimedia solution with flash, RSS feeds, videos, images, and streaming presentations.
- Improves communication and customer service with Wayfinding signs that guide guests to events and meetings.
- Enhances marketing of conference centre and its events and services.
- Meets the customer's unique requirements, thanks to the option to choose from several different hardware platforms:



Technical consultant at Habegger, Andreas Gemperle

"We evaluated several other digital signage solutions but determined that Ariadne software package best suited the Kursaal Bern needs, particularly because it smoothly integrated into its booking system and other IT-systems."

Further information

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Habegger's technical consultant, Andreas Gemperle, played a key role in overseeing the implementation of Ariadne. Gemperle says:

"Ariadne's features put the product in a class of its own compared to other digital signage solutions. Firstly, it integrates perfectly with the Kursaal Bern's booking system so that meeting room changes are immediately displayed on all relevant screens. Secondly, because it is extremely easy to implement, use, and scale, the Kursaal Bern has been able to reuse existing information screens without any problems."

Ariadne was the best solution

At the beginning of the project, the Kursaal Bern looked at the newest version of Ariadne and other possible solutions. Gemperle explains:

"We evaluated several other digital

signage solutions but determined that the Ariadne software package best suited the Kursaal Bern's needs, particularly because it smoothly integrated into its booking system and other IT systems."

Collaboration with Add-On Products

The implementation of Ariadne's digital signage solution was carried out simultaneously with a number of other technical projects for which Habegger was also responsible. Thus, many different parties were involved, giving rise to potential communication challenges. However, the collaboration with Add-On Products went very smoothly, Gemperle recalls:

"We had a great working relationship with Add-On Products and have been very satisfied with the way this project has gone. Add-On Products was available

to assist us 24/5 and the help we received was both quick and technically competent. In addition, all of our communications were in German, as we requested. I expect this partnership to continue as Ariadne is upgraded with new features and functions."



Ariadne - software for digital signs

Ariadne displays everything from meeting information to pictures, videos, flash, and RSS feeds. Ariadne meets all needs and challenges you encounter today and in the future. Ariadne seamlessly connects with booking systems such as Exchange, Outlook®, Lotus Notes, Micros Opera, Protel, Newmarket Delphi and more.

About Add-On Products

Add-On Products specializes in developing digital signage and add-on functionality for Microsoft Outlook® and Exchange. More than 400,000 clients around the world rely on Add-On Products' solutions to serve their employees and customers.

Our Products:

Ariadne - digital signage software - full-scale solution providing wayfinding, meeting overviews, pictures, video, RSS feeds, etc.
Digital Sign Service - software for digital meeting room signs - displays meeting booked in Outlook® on touch screens
Resource Central - room booking solution - reserves resources and requests associated services in less than 2 minutes
Exchange Central - group calendar - provides overview and scheduling of appointments
WebTeam Central - group calendar - provides web-based overview and scheduling of appointments
Mailbox Central - email signature management - improves email branding and campaigns