



Vivitek's LauncherPlus helps meeting participants connect effortlessly at Hyatt Place Amsterdam Airport

Exceptional service, attention to detail and the ability to meet the demands of guests, are the hallmarks of an outstanding hotel. These are the qualities that the four star Hyatt Place Amsterdam Airport guests have been enjoying since it opened five years ago. Strategically located near Amsterdam's Metropolitan Area and Amsterdam Schiphol Airport, it has become a popular venue that welcomes up to 125,000 business and leisure guests a year across its 330 guest rooms and six meeting rooms. When they're not enjoying the comforts of their rooms or the onsite facilities, guests can enjoy the delicious cuisine created by its full service restaurant.



Today, the hotel is doing even more to deliver on its promise to create a 'seamless guest experience', thanks to the deployment of Vivitek's LauncherPlus. This plug-and-play solution ensures that meeting participants' laptop computers wirelessly connect within seconds to the NovoEnterprise main unit, simplifying collaboration and ensuring the safe and secure sharing of content in any conference room.



Untangling meeting connectivity challenges

The LauncherPlus complements the generous AV facilities already offered in the Hyatt Place Amsterdam Airport's meeting rooms, which include a screen, projector and a sound system. Paul Dirksen, Director of Sales and Marketing at Hyatt Place Amsterdam Airport, explains the problem the LauncherPlus addresses.

“Previously, both guests and staff using the facilities in the meeting rooms faced the same challenge, that of quickly and easily connecting projectors to the laptops in order to share information from devices onto the screen. Users had to find HDMI or VGA cables, or they would find that due to security, certain content from devices would be blocked. It wasn't unusual for 10 or 15 minutes to be wasted at the start of a meeting before a laptop could be connected to a projector. That wasn't the seamless experience we promised our guests and we wanted to improve on this.”

Paul can understand his guests' frustrations, as even the hotel's staff were facing the same challenges during internal meetings.

“*“It was frustrating that we had to wait 10 to 15mins to get meetings set up as this impacted productivity. Of course, we could set up the projector and the devices 10 to 15mins earlier than the meeting started, but that's not an efficient use of time, either.”*”



Delivering an exceptional meeting experience with Vivitek's LauncherPlus

A discussion with Vivitek gave Paul the opportunity to hear how the LauncherPlus could resolve meeting set up and connectivity problems, both for guests and the hotel's staff alike. *"When Vivitek told me about the LauncherPlus, I was completely sold on the idea. When I saw it, it was obvious it was very straightforward to use and could help us address the set-up challenge,"* he added. Vivitek's LauncherPlus overcomes set up issues by offering direct connectivity. By simply plugging LauncherPlus into a laptop via USB, users can

establish a direct, ad-hoc wireless connection to their NovoEnterprise unit, without impacting the security of a corporate network. For added flexibility, it has been designed as a universal accessory meaning it is fully compatible with Windows and Mac operating systems. This enables all meeting participants to collaborate regardless of their device. LauncherPlus features five physical buttons that grant users the ability to intuitively control their projection at will, without having to run any additional software on their device.

 NovoEnterprise
& LauncherPlus



Low maintenance meets true plug and play functionality

Paul explained the success the Hyatt Place Amsterdam Airport has had with LauncherPlus to date. *"We implemented it in April in one meeting room. It has proved to be so easy to use and very reliable. The cable and connectivity issues have all been resolved, according to the feedback from our guests. It is literally plug and play."* As well as satisfying guests, LauncherPlus has been easy to administer and maintain, as Paul explained: *"We have an IT manager on site but he is focused more on system-level tasks. A solution like LauncherPlus would be the responsibility of our IT engineer who manages day-to-day maintenance and management of devices. He's never had any problems with the running or operation of LauncherPlus, so it is one less thing for him to worry about. It operates as effortlessly as*

promised, and it really is a true 'plug and play' solution. We love it, our tech support team love it, but most importantly, our guests love it!"

Overall, Paul is more than convinced by the value that LauncherPlus adds back to the guest experience. He said: *"We like to spoil our guests, and to that end, they expect service and technology to work. When they book a meeting room, they quite rightly expect everything to function effortlessly. Our objective is to create a seamless event experience and LauncherPlus helps us to deliver on that promise to our clients."*

Given that value that it offers, looking ahead it's unsurprising that the Hyatt Place Amsterdam Airport plans to extend its LauncherPlus deployment to additional meeting rooms, with the prospect of it taking off across further Hyatt Hotel locations in the future.