

CASE STUDY

PressPad Lounge — A “virtual press corner” implementation

Company: Radisson Blu

Industry: Hotel & Tourism

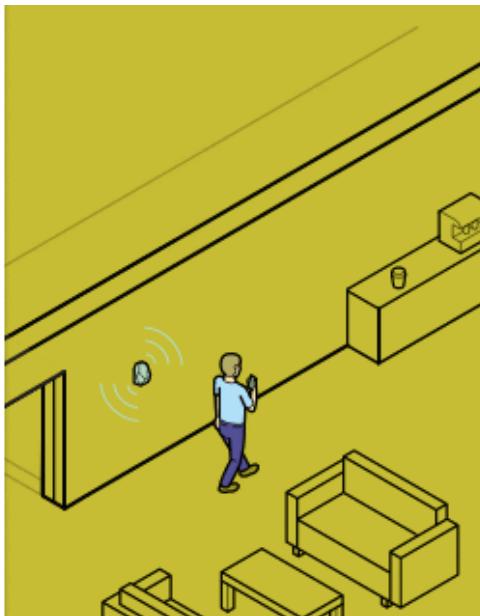
Location: Krakow, Poland, EU

Radisson Blu

"Radisson Hotels" is an international hotel company with more than 420 locations in 73 countries including 6 in Poland. The first Radisson Hotel was built in 1909 in Minneapolis, Minnesota, US.

Radisson Blu is the brand name for Radisson hotels outside the United States, including those in Europe, Africa and Asia.





PressPad Lounge

PressPad Lounge is a digital press corner. People located within the range of PressPad Lounge are able to read digital magazines on their mobile devices, for free.

This free reading zone is created utilizing iBeacons technology, a space within range of a Bluetooth Low Energy emitter. This space provides an area where people can read magazines for free on their iPhones, iPads and Android phones and tablets.



iBeacon (emitter)
70m range,
2 years battery life



The Problem

The hotel lobby and restaurant area face intense people flow and become waiting areas during check-in of large groups of visitors. This is the case especially in popular tourism cities like Krakow. During this period, visitors may get bored waiting and no one likes traffic, so the hotel was looking for a **solution to maintain satisfactory customer experience during the waiting period.**



PressPad



Digital poster

QR Code



The Solution

Reading is one of the greatest pastimes ever, building knowledge and relaxing people.

However, providing magazines in waiting areas and restaurants for large groups of people is challenging. It requires additional space, magazines get damaged and it doesn't give a tidy image of the venue. **Radisson Blu therefore decided to create a virtual free reading zone, with a selection of digital magazines provided by PressPad Lounge.**



Installation

Radisson Blu decided to use PressPad Lounge to provide the digital magazines for their visitors. Installation took 15 minutes and consisted of:

- Attaching the emitter (provided by PressPad) to the ceiling above the bar
- Uploading a digital poster (provided by PressPad) onto internal LCD displays





PressPad



Installation

The restaurant management also decided to enrich the restaurant menu with information about free reading and include a QR code linked to the landing page (provided by PressPad).



Testimonials

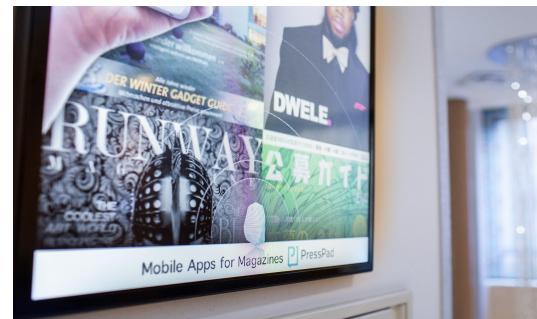
“Dating back to its beginnings, Radisson Blu Hotel Krakow has been a leader in the implementation of new technologies and corporate social responsibility. Working with PressPad on the implementation of PressPad Lounge has allowed us to create a new value for our patrons, who easily gain free access to international press and magazines, using an app and our broadband Internet. An additional benefit is the eco aspect - we don't have to order or print hard copies of magazines, and our guests can still enjoy access to their favorite publications.”

— **Magdalena Mlynarczyk, Sales and Marketing Director, Radisson Blu Hotel Kraków.**



"Thanks to PressPad Lounge, the Radisson Blu hotel can provide higher value to their visitors, in a previously unexplored area"

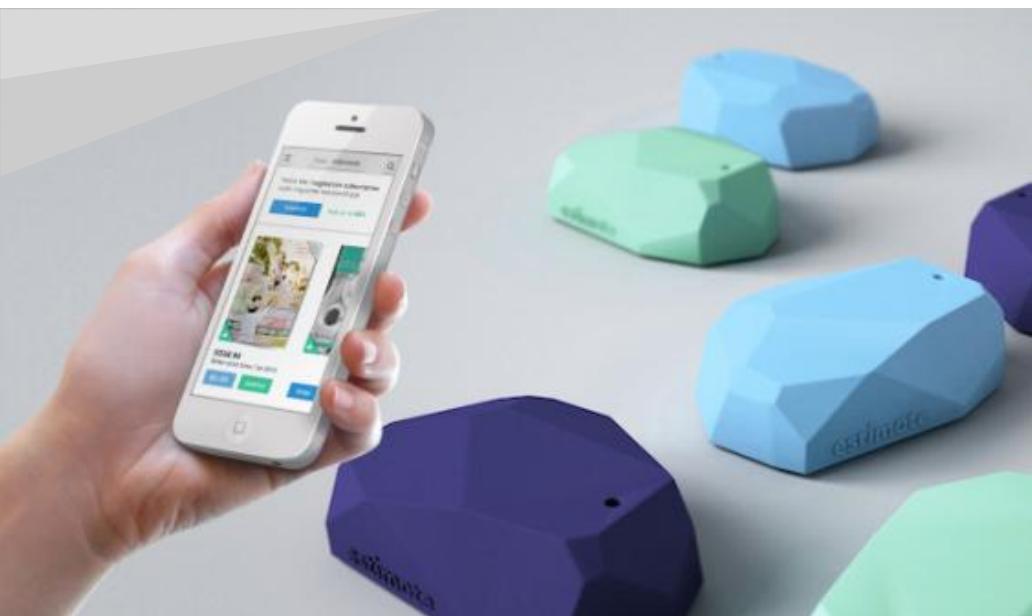
— Michael Opydo, PressPad CEO.





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PressPad Lounge



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