

HYB25

Annual Edition

Navigating New Dynamics in the
New Year



The Hotel Yearbook

Foresight and innovation in the global hotel industry

HYB



Top 10 actionable AV system trends to make you stand out

AV Systems

Michael Kinzel

Global Segment Development Manager Hospitality at Organization d&b audiotechnik

Hospitality operators strive to deliver the right atmosphere: it's a core aim. Whether hotel lobby, bar, restaurant or club, you want your guests to feel comfortable and relaxed. You want them to want to be there, and to want to stay. And afterwards you want them to tell everyone how good it was, and to come back again.

That right atmosphere is a harmonious balance of influences: for the customer, it's about how you are treated, what you can sense around you and how it makes you feel. Operators put heart and soul into interior design, create outstanding menus and install comfortable lighting to deliver that all-important ambiance. But there is one key element in our enjoyment of any space that is often little more than a tacked-on afterthought – and that's the AV system. **Here're the top trends to unlock potential from your AV systems and to provide exceptional experiences for your guests.**

1 IMMERSIVE EXPERIENCES

Immersive AV systems embrace your guests with top level experiences and enhance the sense of arrival in your space. They captivate audiences by engaging multiple senses – spaces can be transformed and users can be transported into new worlds. **Tip:** *Instead of applying low budget loudspeakers and screens, invest in a holistic and sustainable solution (high-resolution projectors and screens, advanced audio systems and innovative lighting) to deliver the right atmosphere. Interaction is the key to entering these new realms.*

2 TOOLS FOR SUSTAINABILITY

Every event in a hospitality space has an impact on the environment. Dedicated manufacturers, organisations and associations provide software prediction tools that include recommendations to limit negative impacts to the environment. On top comes the increased availability of certified pre-owned AV products. **Tip:** *Use available online planning tools to prepare your events/conferences and measure their impact on the environment. Also consider the use of pre-owned products in their second lifecycle.*

3 AVOIDANCE OF DISTRACTION BY NOISE

Increasingly, operators are understanding that good acoustics and good sound play a vital role in their strategy to minimise guest distraction coming from audible sources like background chatter, clatter, traffic, shouting etc. Sound masking avoids unwanted noise spill over and distraction within and outside of hospitality spaces. **Tip:** *Always do sound design hand in hand with acoustic design.*

4 SOFTWARE BASED NOISE CONTROL

Entertainment offerings in hospitality spaces could cause conflicts with neighbours through unwanted noise emissions. A proper pre-planning will provide peace of mind. Nuisance-free vibes 24/7. Keep the ambience alive - and the Local Authority from your door - with tablet-controlled audio across private rooms and separate spaces. **Tip:** *Use existing software prediction tools from sound system manufacturers or acoustic engineering companies.*

5 ADVANTAGES OF MULTIFUNCTIONAL SPACES

Tailored AV systems enable hospitality operators to change functionality of spaces. The optimized multi purpose use of a space will have positive impact on all business metrics. **Tip:** *Make use of system presets that can be simplified enabling untrained staff to control the AV system setting on a touch screen.*

6 SUBSCRIPTION INSTEAD OF PURCHASE

Turning CAPEX into OPEX to avoid budget limitations is a trend across industries. Using "Sound as a Service" gives access to latest technology standards under a full service umbrella and is a low risk alternative to ownership. **Tip:** *Subscribe to a high-quality sound system and benefit from latest technology, full flexibility and service packages.*

7 INTEROPERABILITY AND 3RD PARTY INTEGRATION, REMOTE CONTROLLED

High quality AV systems can be integrated in existing IT networks to have remote control functions available throughout the venue. A media control system or processing platform can centralize and manage multiple inputs. In case of emergency, seamless integration of the performance system in a voice alarm system is a critical requirement for many spaces. **Tip:** *Watch out for certified and compatible devices and integrate your AV system into the existing networks.*

8 WORLD RENOWNED CONCERT SOUND IN YOUR SPACE

High end media players and mobile control interfaces together with advanced sound systems enable hospitality operators to have the same sound signature in their spaces like major artists – all controllable at your fingertips. **Tip:** *Work with experienced AV consultants in the planning phase and invest in high end devices along the entire signal chain.*

9 CARDIOID SOUND SYSTEMS

Most hospitality spaces have complex room acoustics and sound-diffusing objects. Not all of these acoustic challenges can be solved by interior design and acoustic planning-/treatment. A new generation of "cardioid sound systems" provides a much higher directivity than traditional products to avoid unpleasant sounds and increase speech intelligibility. **Tip:** *Ask for sound systems with a cardioid characteristic.*

10 CUSTOMISATION TAILORED TO YOUR REQUIREMENTS

Each hospitality space and brand deserves individual treatment. Everything can be defined and tailored using new technologies and materials. And there is more to customization than color – even special materials and weather resistant outdoor versions. **Tip:** *Don't go for standard products, ask for the extra touch.*

DISCOVER UNTAPPED POTENTIAL OF HIGH END AV SYSTEMS AND STAND OUT FROM THE COMPETITION

Competition to engage and retain customers is stronger than ever, and great sound should not be considered a luxury, but a necessity. It should rank alongside fabulous cuisine, stylish décor and impeccable service in delivering a profitable hospitality environment, in maximising dwell time and repeat custom. Today's high-end nightclubs, bars or hotel lobbies, often required to be versatile, multi-use spaces with needs changing according to time of day, should be enjoyable, comfortable and relaxing destinations. Without great AV systems, that's not going to happen.



WORLD RENOWNED CONCERT
SOUND
INSTALLED IN YOUR
SPACE
AVAILABLE AT YOUR
FINGERTIPS

