



Intelligent Automation Innovation

Hospitality Case Studies



HDL[®]

No.86 Lianhuaxi Road, Lifeng Street, Shilou Town,
Panyu District, Guangzhou, 511447,China

Sales@hdlautomation.com

Find more: www.hdlautomation.com



HDL Automation



HDL[®]

• Intelligent • Automation • Innovation
Hospitality Case Studies

DIRECTORY

1



What Is Hospitality Automation

At The Heart Of Your Hotel	02
Guest Rooms	03
Public Areas	04
Back Of House	05

2



Experiencing The Stay

Full guest room control	07
Save time & avoid human error	08
Brands who trust us	09

3



Case Studies

The Grand Ho Tram Strip – Vietnam	13/14
Radisson Blu – India	15/16
Sofitel Tour Blanch – Morocco	17/18
Crown Towers City Of Dreams – Philippines	19/20
Additional case studies	21/24



What Is Hospitality Automation



At The Heart Of Your Hotel

The most essential element of any successful hotel is guest satisfaction. From check-in to check-out, they must experience only the very highest levels of comfort, service, and convenience. To enable this HDL has developed a range of solutions that are specifically designed for the hospitality industry.

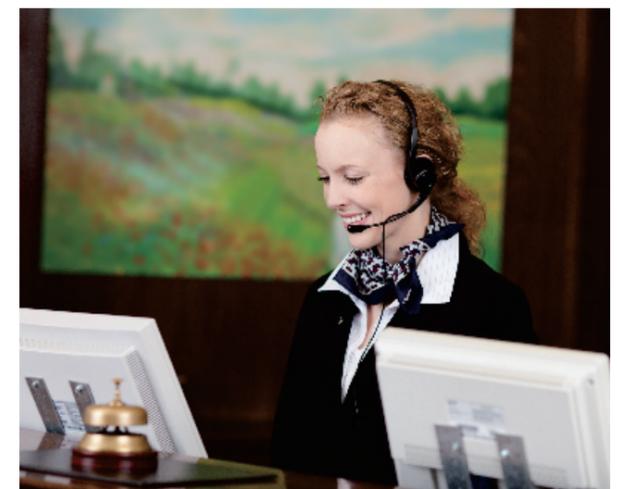
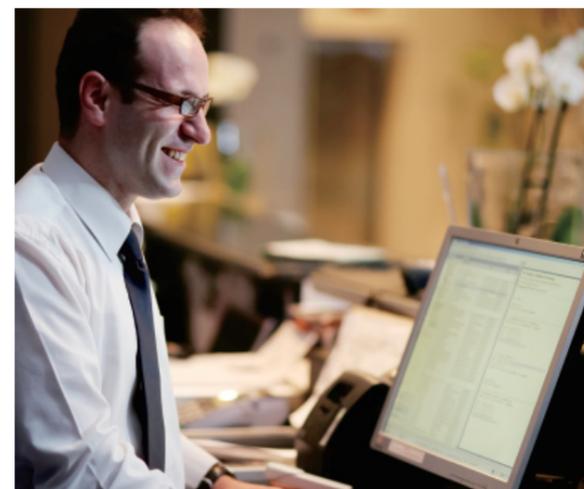
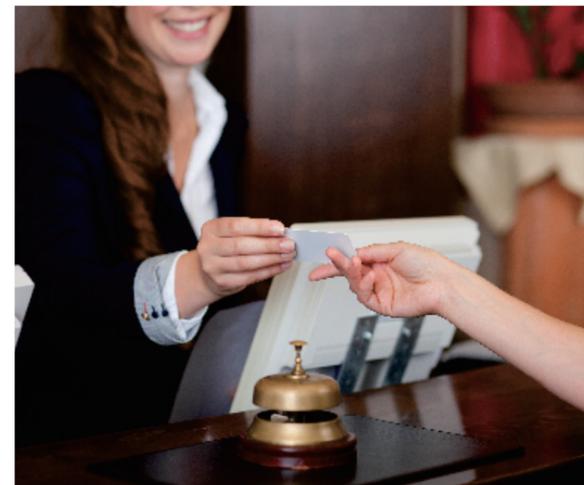
At HDL we believe that technology should work behind the scenes, providing guests and staff alike with solutions that 'simply work'. When staff work load is reduced, they are free to focus on the needs of clients, ensuring that they are provided with the highest service level possible.

It is only through the harmonizing application of technology that guests can be provided with an atmosphere that is welcoming, friendly, and conducive to brand loyalty.

Currently the hospitality industry is experiencing a variety of diverse challenges, from environmental resource scarcity, market consolidation, increasing energy costs, and a more fluid client base.

HDL is committed to providing hotels with comprehensive automation solutions that actively increase their efficiency, while reducing environmental impact and running costs.

We empower you to give your guests the service they deserve.



Guest Rooms

The focus of any hotel is of course their guest rooms. As visitors often spend up to 95% of their time at the hotel in their rooms, providing them with an inviting and comfortable environment is of the highest importance.

As soon as a guest enters a HDL equipped room the difference is immediate. By simply opening the door a scene can be triggered that will turn on the lights, activate the AC, play a welcome message, and open or close the curtains.

Multiple customizable scenes can be created for each room, with each scene being able to accept adaptation parameters such as time, temperature, and light intensity. This gives the guest a room that is not simply automated, but truly intelligent.

All this equates to a room that not only exceeds a guests expectations, but is also incredibly energy efficient. Energy is only used when it is absolutely necessary, the moment a room is vacated its power consumption drops to nearly zero. Once the room is occupied again, the room settings are immediately restored, and normal appliance/device operation is resumed.

Uniformity and standardization is essential for hotel brands that wish to deliver a consistent guest room experience. This is why HDL provide a solutions mold that can be applied to any hotel, in any location, across the globe.

Our systems have been developed to be maintenance free, and work holistically with 3rd party products to ensure a hotels efficiency and profitability.

Public Areas

Impressions are formed within the first seven seconds of a guest entering a hotel, be they positive or negative these impressions are lasting, and will color how they perceive their stay.

We supply solutions that are able to enhance the positive aspects of public areas, and negate the detractions.

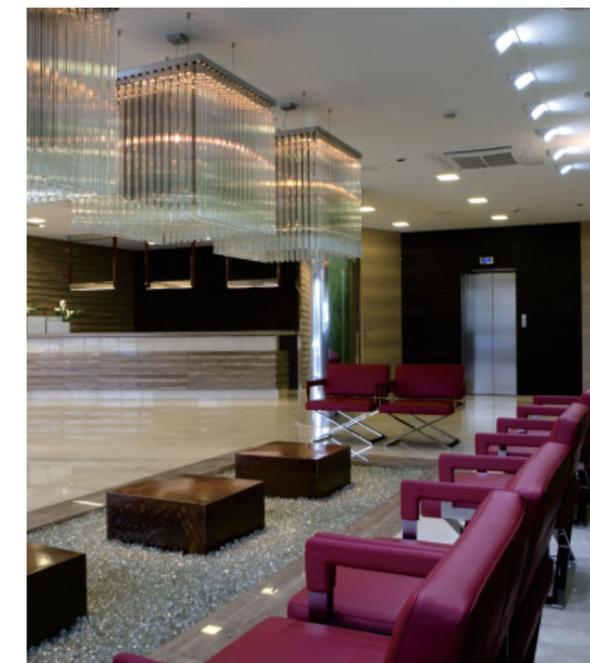
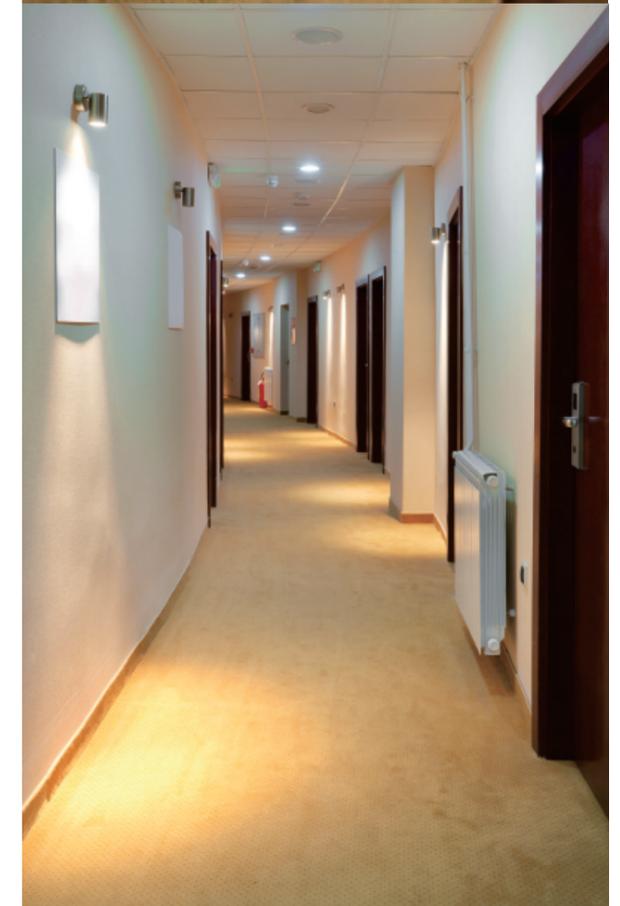
This is achieved primarily through light and shade control which enables architectural details to be accentuated, the areas color palate to be controlled, and the suns glare to be subdued. Through effective automated light control an otherwise nondescript area can be transformed into something not only pleasant, but truly memorable.

When judging the ambiance a room, lighting is only a single factor. Micro thermal imbalances have been found to cause feelings of unease and restlessness, which would have a detrimental effect on a guest who was forming their first impression. With localized temperature sensors, HVAC solutions can be automatically tuned so that hot or cold spots are eliminated, and the clients target temperature is achieved.

This combination of HVAC, lighting, and shading can also see energy consumption lowered by more than 40%, without guest satisfaction levels being adversely affected. This is of critical importance in public areas which are often left in an 'always active' state.

Public areas of a hotel will experience heavy footfall, and that's why our solutions are of the highest possible quality and built to withstand wear and tear.

We know that every hotel is different, that's why we can tailor our solutions to meet your exact needs.



Back Of House

Back of house areas such as service corridors, kitchens, laundrettes, and staff areas are often underutilized when compared to their energy consumption levels. When these areas are added together, they can account for a major proportion of a hotels energy usage.

We have developed a range of sensor driven solutions that enable hotels to reclaim these energy losses, and convert them into energy savings. A common HDL solution is to install motion activated lighting which is active only when an area is occupied. This same principle is also used for HVAC control, and socket management.

As energy is delivered on an on demand basis, energy expenditure is reduced to only what is absolutely necessary.

In addition to on demand management, areas of the hotel can be assigned different energy priority levels, which once exceeded will cause the building manager to be alerted. This guidance helps to not only enable a more efficient hotel, but more energy conscious staff.

Our solutions can be easily retrofitted to any existing electrical installation, and can be controlled autonomously or remotely.



Experiencing The Stay

2

Full Guest Room Control

HDL provides solutions that not only improve a hotels efficiency, but its accessibility and convenience.

Our latest development in guestroom solutions is the revolutionary HDL Guest Room App. The app allows a guest to control their room appliances, lighting, and HVAC, all from an iOS or Android device.

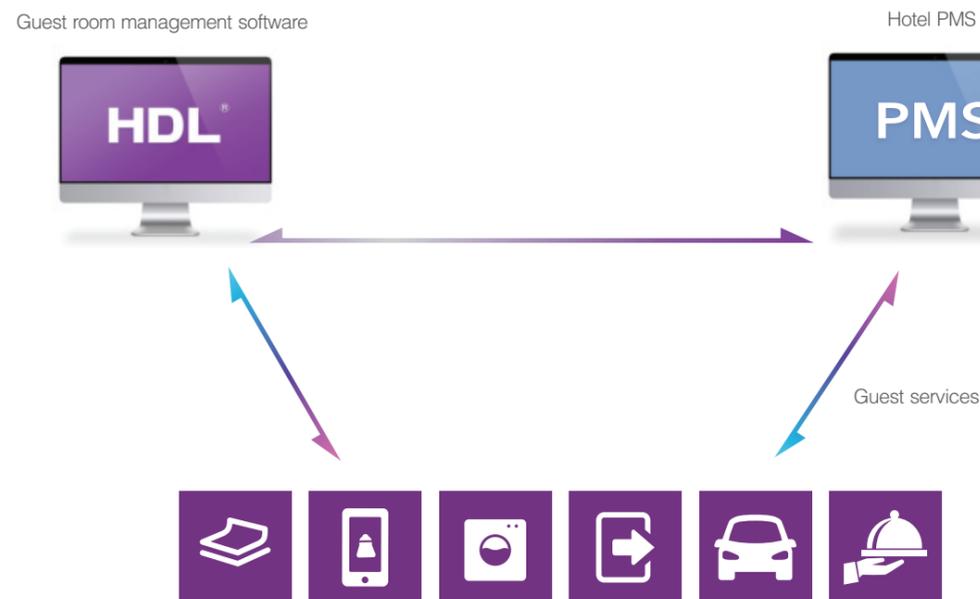
-  Curtains
-  TV
-  Music
-  AC
-  Lighting
-  Energy
-  Reward
-  DND/OFF
-  Check Out

In addition to being a room controller, the app can function as a virtual concierge enabling guests to send out service requests directly from their smart phone or tablet. These requests will immediately be seen by reception, or the relevant department, allowing instantaneous action to be taken.

If the room has a HDL visual doorbell installed, a guest will be notified via the app that a person wishes to enter their room. Using the app they can engage in two way communication, watch the real time images streamed from the camera, or simply activate the DND notice.



Save Time & Avoid Human Error



Integrate buspro

PMS integration

Having worked with some of the largest hospitality companies in the world, we have integrated the HDL guest room management software with multiple PMS providers.

From global chains and resorts to boutique hotels, a HDL PMS solution will automate all of your hotel procedures, generate real time reports, and enable the highest level of customer service possible.



Brands Who Trust Us



HDL has provided automation solutions to hospitality companies around the world. Our products are present in over five continents, and have proven themselves in some of the most extreme environments known to man.

From Marrakesh to Mumbai, and Berlin to Beijing, HDL automation solutions have provided their users with energy savings, increased comfort levels, and peace of mind.



HDL®

“Our relationship with our clients is fundamental to HDL. We work together to provide the exact solution they require, anything less than the best is unacceptable”



Case Studies

3

Argentina – Ushuaia Hotel

The luxurious Ushuaia hotel in Argentina lies on the base of Mount Alarkénn, at an altitude of 800 feet. Being surrounded by stunning panoramic views, virgin forests, and natural glades, the Ushuaia is one of Argentina's true jewels. Consisting of 240 rooms, a comprehensive business center, stunning pool, and state of the art gym, the hotel has been fully automated with HDL solutions.



Constructed in the heart of the Martial mountain range, this one of a kind hotel was built to harmonize with the environment and present as limited ecological footprint as possible. From the copper roof designed to camouflage itself into the landscape, to the bold granite like concrete walls, the hotel is emblematic of environmental concern twinned with uncompromising design.

The interior of the hotel evokes the spirit of Bauhaus and the quality of the fixtures and fittings speak for themselves. Visitors are left with a feeling of understated luxury that leaves them with the sense that the hotel and its design will stand the test of time.

To enhance this timeless sense of style HDL was contacted to provide lighting control, curtain control, and room access control. Through automated room lighting, and curtains which can be opened automatically or with the press of a button, the ambient natural light can flood into each guest room. This harmonious use of lighting effectively brings the outside inside, cocooning the guest in the ruggedness of the mountains, and the comfort of the hotel.

As one of Argentina's premier luxury destinations, the Ushuaia has been inducted into 'The leading hotels of the world' group. To join this elite group, a hotel must be unequivocally luxurious, and meet the most exacting standards in respect to accommodations, service, cuisine, employee behavior and facilities.

As The LHW Group Puts It:

"Only the world's most distinguished properties are admitted to The Leading Hotels of the World, thereby assuring a constant adherence to the organization's exacting standards of high quality."



Installed HDL Solutions

- Dry Contact Sensors x 150
- Curtain Motors x 360
- Card Holders x 240
- Relays x 400
- Mix Modules x 280
- Dimmers x 280
- Air Quality Sensors x 140

Vietnam – Grand Ho Tram Strip Casino Hotel

Echoing the opulent casinos of Las Vegas, the Grand Ho Tram is the largest of its kind in Vietnam. Located in Ba Ria-Vung Tau Province, the multi-phase ocean front resort consists of a 1,100-room five-star hotel, a world-class gaming facility, restaurants, premium meeting spaces, an exclusive VIP area, and a championship golf course.

THE GRAND

HO TRAM STRIP

As one of the premier resorts in Asia, the grand Ho Tram was designed to impress from the outset. Its monumental scale and quality dwarf its competition, and with a total of 1,100 guest rooms it's the largest hotel in Vietnam.

What distinguishes the Grand Ho Tram from other luxury casino hotels though is its location. Being only 2.5 hours away from Ho Chi Minh City, and surrounded by a protected forest, nature lovers can bask in the pristine wilderness and swim in crystal clear water along the hotel's 2.2 kilometer beachfront.

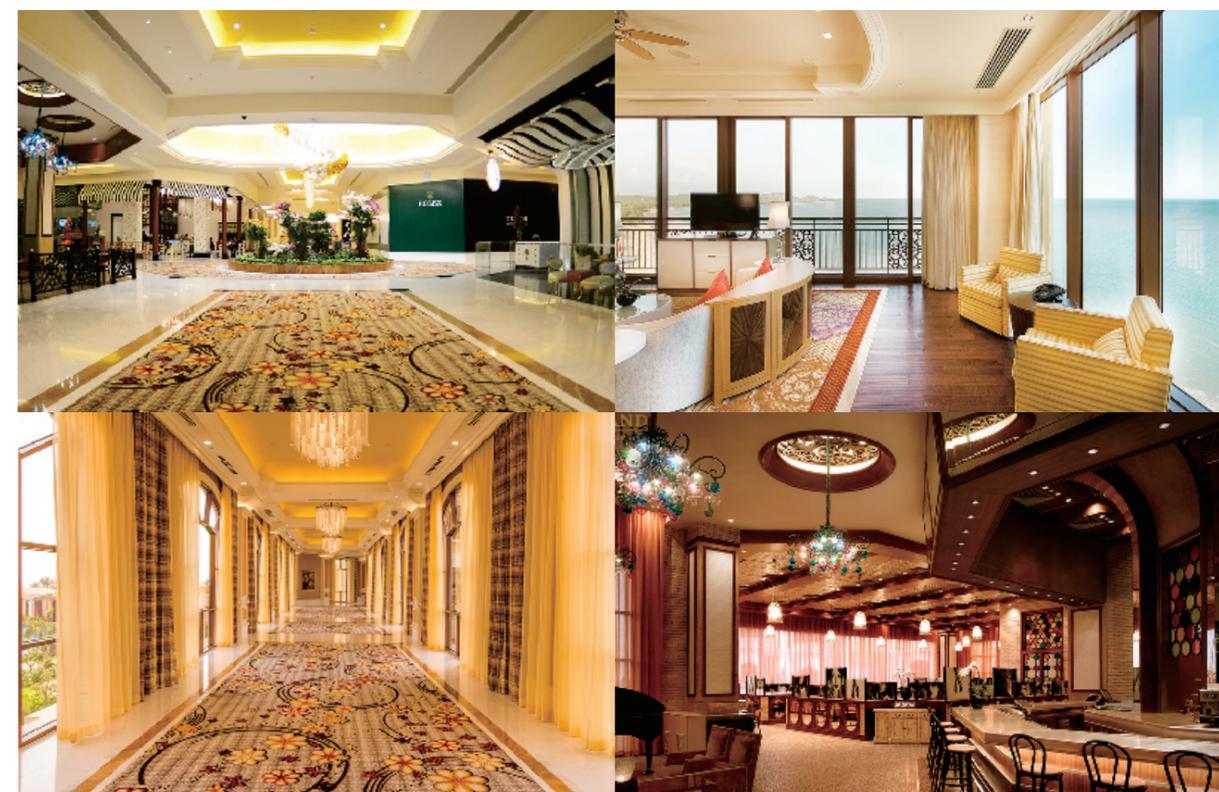
As the hotel operator had already opted for a Cenium PMS system to manage the more basic functions of the hotel, it was decided that in order to provide the most comprehensive service level possible the HDL Guest Room Management system should also to be installed.

Due to the flexibility of the HDL Guest Room Management system, the integration with the Cenium system was easily accomplished. This compatibility empowered the staff with real time monitoring and control over the entire hotel.

The system was set to automate all common hotel procedures such as cleaning, laundry, the checkout process, vehicle reservations, wake up calls and room service. A special feature provided by the HDL Guest Room Management system is the Room Guard function which would notify reception if a guest's door lock had been tampered with, or if the door had been left open for an extended period.

Through the combination of the HDL Guest Room Management system, and the Cenium PMS system, the Grand Ho Tram now has a customized management solution that is inherently intelligent yet remains simple to manage.

In addition to the PMS Integration, HDL also installed full lighting and HVAC automation solutions into each of the 541 guestrooms. All of the guestrooms also had DLP panels installed which allowed scenes to be configured and created, and room features and appliances controlled.



Installed HDL Solutions

- Hotel Host Modules x 541
- Logic modules x134
- HVAC Controllers x 15
- Hotel Mix Modules x 619
- Doorbell panels x 580
- IP Gateways x 6
- PIR Sensors x 654
- DLP panels x 678
- Intelligent Switches x 2969
- Dry contact Switches x558
- 8 in 1 Sensors x 102

India – Radisson Blu Hotel New Delhi Dwarka

Situated in southwest New Delhi next to an international and domestic airport, the Radisson Blu Dwarka has an optimum location for business travelers and tourists alike. With a selection of suites, an indoor and outdoor pool, spa, restaurant, health club, business center, discotheque, and a gym, the hotel has everything a guest could wish for.



Named after the renowned Dwarka Kingdom, the Radisson Blu Dwarka lies at the center of New Delhi being just 35 minutes from Gurgaon, 40 minutes from Connaught Place, and 20 minutes from Indira Gandhi Airport. The area can be regarded as being the cultural heart of India having served as the political and financial center of several empires, with a rich history going back thousands of years. It is thanks to this that visitors are drawn from around the world to experience the unique meeting of East and West.

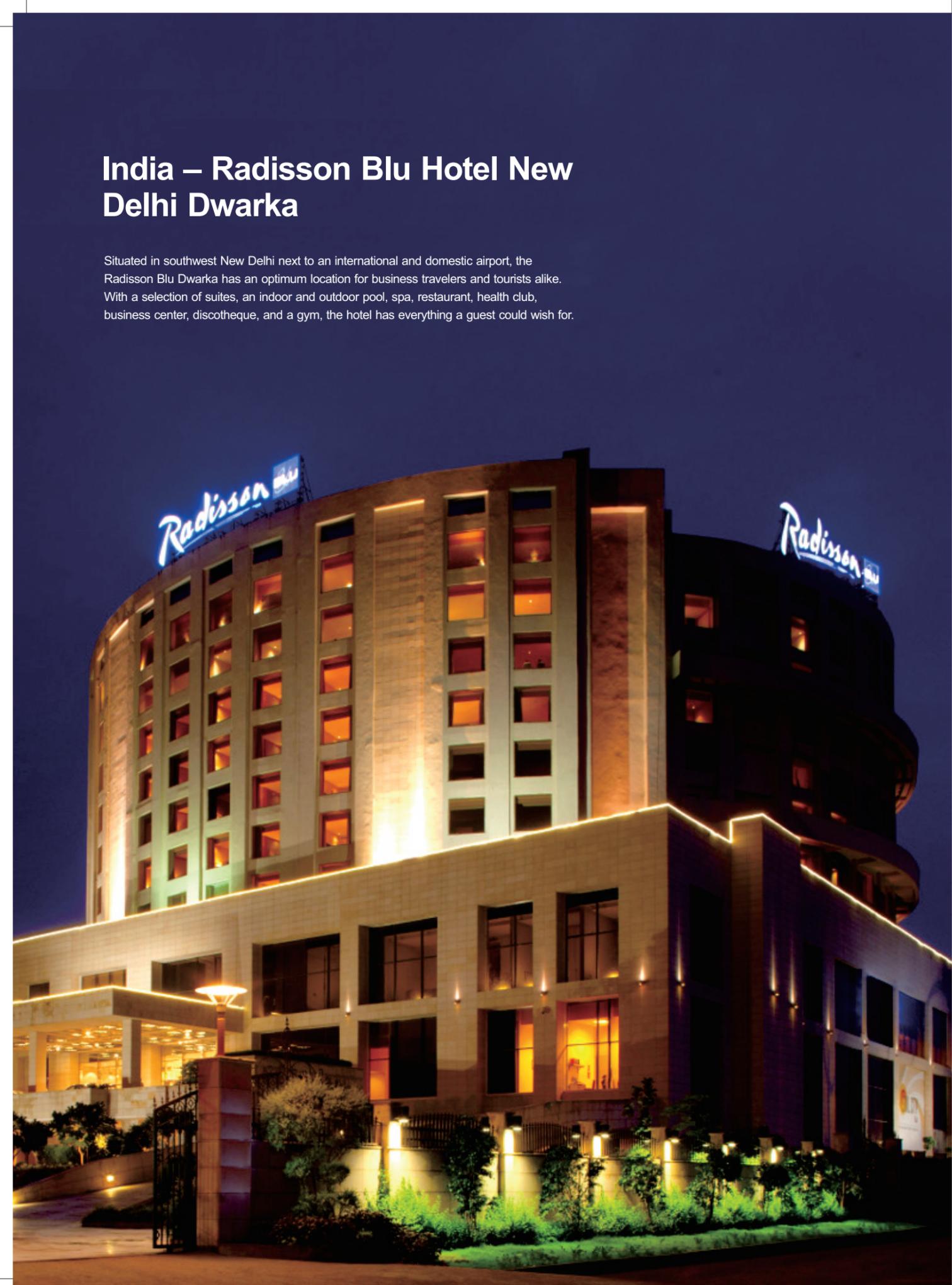
The interior design of the hotel blends form and function to create a subtle internationalism, enabling leisure and business guests alike to feel stress free, secure, and comfortable. Throughout the hotel the use of marble, silks, and chandeliers evoke the lost luxury of the Maharajas, yet contemporary styling ensures that the hotel fits unequivocally into the 21st century.

Throughout the hotel accent lighting is used to create atmospheres that enhance the luxurious ambiance, while serving as valuable visual reference points. Using HDL solutions the interior lighting automatically adjusts its intensity to take into account the external light levels.

Lighting automation is not limited to the interior however. The exterior of the Dwarka uses hundreds of accent and detail lights to highlight aspects of the buildings unique architecture. With HDL lighting control each of these lights can be individually controlled by the reception staff, or left to operate automatically.

This automatic process is also used to control the blinds and curtains that are present in all public areas of the hotel, minimizing the work load of staff and ensuring that guests are always provided with the best lighting levels possible.

Of the 217 rooms at the Dwarka, the superior line of rooms have had DLP panels installed which provide the guest with heating, ventilation, air conditioner control, lighting control, and the ability to switch room appliances on or off. The DLP panels give guests an all in one control solution, which enables them to manage the entirety of their room from a single point.



Installed HDL Solutions

- DLP panels x 220
- Hotel Mix Modules x 220
- Power supply modules x 220
- 6 Button Switches

Morocco – Sofitel Casablanca

Standing proudly against Morocco's white city, the Sofitel Casablanca Tour Blanche serves as a beacon for comfort, luxury, and exemplary service. Offering views over the Hassan II Mosque and Medina Quarter, the Tour Blanche is the modern jewel in the ancient crown that is Casablanca.



With an effortless combination of Moroccan spirit and French elegance, the Tour Blanche is Casablanca's premier 5 star hotel. With 141 rooms and 30 suites, the hotel offers guests a bar, restaurant, Gym, business center, art gallery, translation service, and a personal butler.

Of particular importance to the Tour Blanche is the interior decoration of the guest rooms and public spaces. It was important for the hotel to balance opulence with style and avoid degenerating into a 'luxurious stereotype'. It was to this end that the hotel employed the renowned designers Marc Hertrich and Nicolas Adnet, who have been imagining, optimizing and designing interiors for over twenty years.

According to the designers they

"Offer a certain vision of elegance, a cultured, respectful and approving look at history, but which is also serene and hungry for new technologies, arts and crafts and culture which transcends all barriers."

This hunger for new technologies saw full HDL lighting control installed throughout the building.

The designers relied heavily on accent lighting to provide an individual texture and color palate to each room, yet retain the essence that serves to unify the Tour Blanche.

The world class results of the designers' genius speak for themselves, and HDL is proud to have been a tool which they chose to utilize.



Installed HDL Solutions

- Dimmers
- Relays
- DMX Gateways
- DLP Panels
- DALI Modules
- 4 in 1 Sensors
- PIR Sensors



Philippines – Crown Towers City Of Dreams

The Crown Towers City Of Dreams provides its guests with 5 star accommodation, and royal splendor. Located in Manilas City Of Dreams complex, the hotel is within walking distance from casinos, restaurants, shopping malls, and night clubs. This adds up to make the crown towers one of Manilas premier hotel destinations.



As part of the Crown Resorts Limited Company, the Crown towers is the latest addition to the organizations portfolio. As an integral part of the 6.2-hectare city of dreams development, the hotel is at the center of an international hub of retail, dining, and entertainment.

Being located a mere three kilometers from the Ninoy Aquino International Airport, and a five minute drive from the SM Mall of Asia the crown towers caters to both leisure and business travelers alike.

As the most exclusive of the three hotels in the city of dreams, the hotel has been meticulously designed to provide unrivaled levels of comfort and luxury. Through the use of marble, silk, original pieces of art, and precious woods, guests are given a truly palatial experience.

Because the way in which a guest interacts with their room will directly affect their opinion of the hotel, HDL automation solutions were installed to provide a visitor with the most comprehensive yet intuitive command and control platform possible.

For the guest rooms, DLP panels were installed enabling the control of lighting, heating, air conditioners, fans, televisions, and appliances.

In addition to the obvious convenience the panels afford, preset scenes were included allowing the guest to automatically set their room to their desired ambiance. From romance and relaxation, to meetings and movies, the panel's empowered the guest to micro manage their environment through a single button press.

Having a spectacular guest room experience would mean nothing if the public areas of the hotel were of lesser quality. Replicating the design ethos of the guest rooms, the public areas immediately bring to mind a modern interpretation of the Palace of Versailles with carefully placed art work and gilded surfaces in abundance. The charm and atmosphere of the public spaces is further enhanced by automatic light and shade solutions which transport the visitor into a world that seems to have been made exclusively for them, creating an atmosphere that other five star establishments could only wish for.



Installed HDL Solutions

- Power Supply modules x 266
- Logic Modules x 266
- Dry Contact switches x 266
- Hotel Mix Modules x 266
- Dimmers x 240
- DLP Panels x 40

Some Of Our Other Hotel Projects



◀ Ajman – Ramada



◀ Guangzhou – Sofitel



◀ Al – Mashreq
Boutique Hotel



◀ Xian – Sheraton

Some Of Our Other Hotel Projects



◀ Sanya – Doubletree
Resort by Hilton Hotel



◀ Sanya – Kempinski Hotel
Haitang Bay



◀ Delhi – Hyatt
Regency



◀ Qatar – Wyndham
Grand Regency