

Plasma displays serve as information display panels on the large banquet floor to smoothly and effectively guide hotel guests.

Installation Details

This urban hotel, which is located in a lush green park, uses plasma displays to disseminate easy-to-understand information and guidance.

The Prince Park Tower Tokyo opened in April 2005. The upper floors of this high-rise building command panoramic views of beautiful Shiba Park, Tokyo Tower, the Roppongi Hills building, Rainbow Bridge, and other scenic sights.

It is in a splendid location.

The hotel uses Panasonic plasma displays for its banquet floor information and guidance panels.

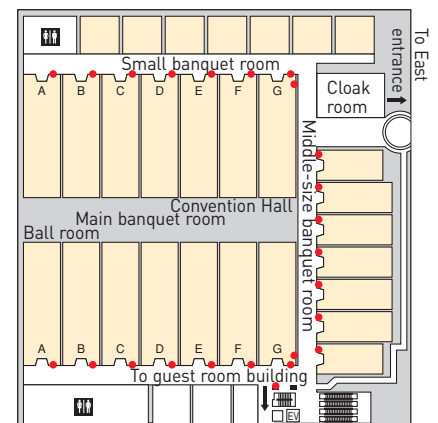
A three-stage information display smoothly guides guests.

The Prince Park Tower Tokyo boasts Japan's largest-class banquet floor with two main banquet rooms, seven medium-size banquet rooms and seven small banquet rooms. They range from 343 to 2,393 square meters in size and can be separated by partitions for flexible use. Together, they accommodate a maximum of 8,620 persons.

Therefore, to construct an effective signboard system to guide guests smoothly to their destination banquet rooms, the hotel has divided the type of information to be displayed into three stages: (1) directions to the banquet floor, (2) floor guidance, and (3) information at each banquet room.



Two displays installed on the banquet floor show scheduled events and hall locations at a glance.



Banquet floor map

In addition to the plasma displays at each entrance and exit of the main and medium-size banquet rooms, a total of 24 plasma displays (indicated by red dots (●)) are installed on the banquet floor to provide guidance and information.

The 50-inch display is suitable for use in large spaces.

As the huge banquet floor with its high 10-m ceiling is always visited by a large number of guests, the hotel decided to install a 50-inch large-screen plasma display as the main information display panel. The Prince Park Tower Tokyo also considered the successful use of plasma displays in a sister hotel, the Shinagawa Prince Hotel, and installed a total of 37 Panasonic plasma displays.



The plasma display installed at the entrance of each banquet room provides information. The displayed information can be easily changed by switching the content data. Previously, a signboard had to be produced for each event.

Plasma Display System Report

Vol.8

The Prince Park Tower Tokyo

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System Outline

A well planned display layout makes for smoother guest traffic.

In the Prince Park Tower Tokyo, the server installed on the second basement floor is connected to the hub on each floor by a fiberoptic network, and each hub is connected to terminal devices via CAT 5e cables. The information and guidance content is edited and scheduled for display with a PC installed in a first floor office, and this data is transmitted from the server room to each display unit. All the plasma displays in the hotel are equipped with built-in controllers. Each display has an assigned function and displays contents accordingly, as described below:

- Four displays at the first floor entrances and parking area entrances guide guests to the banquet floor on the second basement floor.
- Two displays on the banquet floor provide directions to banquet rooms.
- Twenty-one displays at entrances and exits of the main and middle-size banquet rooms show event and other information.

The hotel also uses movable stand-integrated plasma display units (Degipo) that connect to the CAT 5e connectors located throughout the hotel.

The Prince Park Tower Tokyo uses Panasonic plasma displays not only for providing banquet room guidance and information but also at various locations inside the hotel.



The spa (left photo) in the fitness gym has a 50-inch plasma display, and the sauna (right photo) has a 32-inch LCD to show background videos.



The full mirrored wall in the rental costume room has a built-in 50-inch plasma display to show picturesque videos.



The bridal corner also displays mood-enhancing background videos.

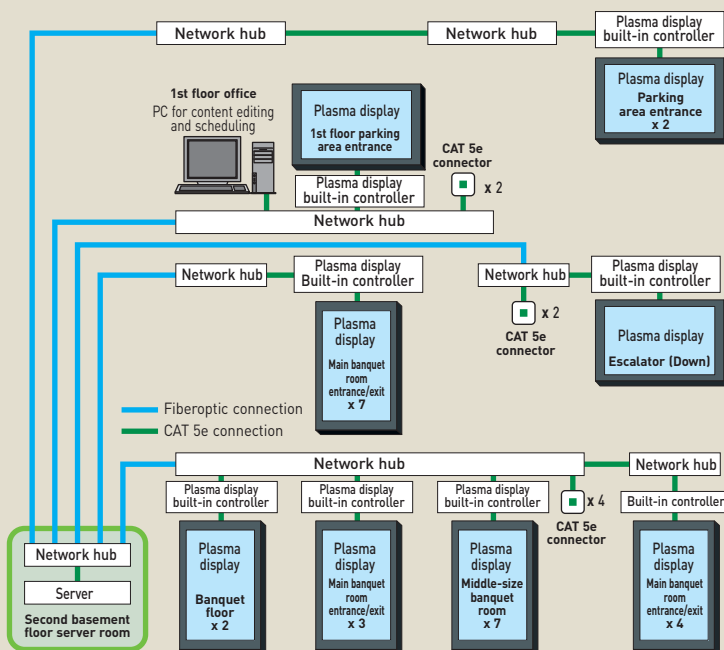
After Installation

Providing easy-to-understand guidance and information to hotel guests and streamlining hotel operations at the same time

By installing clear and high-resolution plasma displays for presenting banquet floor information, the Prince Park Tower Tokyo achieved smooth and effective guiding of many visiting guests to their destinations without causing unnecessary confusion and also reduced peripheral work such as signboard production. Furthermore, the hotel praises the significantly simplified maintenance of the Panasonic plasma display system as compared to conventional display devices.

The hotel also highly evaluates the advantages of plasma displays, and plans to consider them before anything else when a need to install a large display arises in the future.

Outline of the Display System Installed at Prince Park Tower Tokyo



A plasma display is set up at the building entrance and exit connected to the parking area. Arriving guests see this panel to check the location of their destination.



The two displays on the banquet floor list the scheduled events of the day to allow at-a-glance recognition of destination rooms (at left in photo). Movable stand-integrated display units are also utilized (at right in photo).



Plasma displays provide information at each entrance and exit all of the main and middle-size banquet rooms.