

Hard Days Night Hotel recreates Beatles magic with VDA

Liverpool's newest four-star, boutique hotel, Hard Days Night Hotel, has installed VDA's IPTV in-room entertainment solution, PowerTV, and Micromaster building management system throughout. VDA's technology has been woven into the fabric of the building to help recreate the magic of the Beatles while delivering a high-quality experience for guests.

Micromaster's intelligent light management function is being used in the Lennon suite to recreate the look and feel of the Imagine video with different settings used to illuminate specially commissioned artwork at different times of the day. VDA's PowerTV provides interactive services that enable guests to purchase Beatles memorabilia and artwork in the hotel's gallery, from the comfort of their rooms.

Dominic Fitzgerald, director of operations, for Hospitality Management International Limited (HMI) the company that manages the operational hotel project, selected VDA after seeing its technology in operation at Brown's hotel in London. "We were really impressed with VDA's research and development which is years ahead of its competitors. Its products are truly unique but also have real longevity which is an important consideration for this type of project," he says.

"VDA worked really hard to create exactly what we wanted. As the project progressed we saw new things we wanted to create and the team were always willing to adapt to these changes, even when they were really last minute. The guests' feedback has made all the hard work worth it. The first guests in the Lennon Suite loved it so much they stayed an extra night."

In addition to the illumination effects that help create the Lennon Suite, the Micromaster hotel automation system manages all in-room facilities centrally, including air-conditioning, heating and lighting, as well as technical systems such as alarms and door locks. It integrates with back-office systems for ease of control, maximises energy savings through intelligent energy management and enhances hotel security with automated door locking.

VDA's PowerTV provides guests with films on demand, games, music on demand, internet and the hotel's information channels all through their in-room television set.

23rd October 2008

The TV system relies on digital transmissions via existing IP (internet protocol) cables and offers perfect picture quality, in line with the attention to detail found throughout the hotel. It has also eliminated the need for costly additional servers and maintenance.

"The unusual nature of this hotel has made it a really exciting project for us to work on," says Gary Francies, director of VDA. "HMI wanted the hotel to reflect the nature of The Beatles who for their time were really cutting edge. The Hard Days Night Hotel has really pushed the boundaries and set new quality benchmarks for what a themed hotel should be like. We are very proud that our technology has contributed to the project's success."

HMI is planning to continue its successful partnership with VDA, with plans to use PowerTV and Micromaster in all forthcoming projects, including the Ramada hotels in Birmingham and Salford Quays, as well as the Holiday Inn and Hampton by Hilton in Derby.

