



## Case Study

# Jeju Dream Tower · Grand Hyatt Jeju

Samsung's versatile display solutions transform Korea's largest integrated resort to create memorable visit for every guest

## Overview

Jeju Dream Tower and Grand Hyatt Jeju are committed to creating unique experiences for every visitor to the island, delivering the highest quality of service. With guests now expecting more from hotels, including retail, various excursions and multiple activity options, it is important to be able to communicate clearly and effectively. Samsung's display solutions, which include a wide range of LCD, LED digital signage and Hotel TVs, along with expert technical support, made it the ideal partner for Jeju Dream Tower and Grand Hyatt Jeju to enhance guest experiences from their room, to restaurants and beyond.

### About Jeju Dream Tower · Grand Hyatt Jeju

*Jeju Dream Tower is Korea's first urban integrated resort with a total floor area of 303,737 square meters, the size of roughly four football stadiums, at 38 floors. Within a year of its opening, the resort welcomed over 1.3 million people, quickly becoming a major tourist attraction on the island.*

*Grand Hyatt Jeju, opening as part of Jeju Dream Tower, is the 2nd largest Hyatt property among more than 1,100 across the globe. It is also the largest in Asia Pacific, delivering premium hospitality services for all guests, ensuring memorable, world-class experiences.*

## Customer Needs

As an integrated resort, Jeju Dream Tower includes a hotel with 1,600 rooms and suites, 14 unique restaurants and bars, 2 premium spas, 8 residential-style meeting spaces, casinos, Jeju's largest outdoor deck with infinity pool and shopping malls, meaning a variety of displays were required in a range of shapes and sizes. TVs in each room help guests escape daily life and relax, and once they leave their room, guests need to easily navigate the facilities and feel confident moving between the different parts of the resort. From walking through the casino, to finding their favorite restaurants, Jeju Dream Tower understood the importance of displays to customers. It decided to implement best-in-class technology to create a seamless experience that enhances customer satisfaction and ensures they will want to return for years to come.



## Solution

### Why Samsung?

Jeju Dream Tower needed a range of versatile displays throughout the resort, transforming each space so that it caters to any guest need. With a diverse portfolio, range of innovative features and forward-thinking sales team, Samsung was the perfect partner to help enhance the guest experience and ensure every step of the journey was enjoyable and engaging.

### Versatile product lineup delivering superior quality

A critical factor in Samsung being selected as a partner was its versatile lineup of displays, including LED and LCD signage, in addition to hotel TVs. Throughout a large-scale facility, customers can engage with displays in a variety of ways – from watching TV, to wayfinding, to even enjoying gaming in the casino.

#### • Smart Hospitality Display

Each room in the Grand Hyatt Jeju was installed with a huge 75-inch TV, helping guests to unwind and relax by providing an experience that is fully immersed in content on the big screen. From a design perspective, the sleek design of the hotel TV blends in with any interior aesthetic and complements the space. Plus, through the H.Browser function, it is perfectly integrated with the hotel's Content Management Solution (CMS) to seamlessly deliver customized messages to guests.



#### • Smart LCD Signage

Samsung's LCD signage also differentiated the experience at Jeju Dream Tower, delivering promotional messages related to shopping, dining, entertainment and additional onsite services. The signage also delivered important wayfinding benefits, enabling guests to easily navigate their way through the large resort without any hassle. This not only enhanced the customer journey with vivid, vibrant visuals, but also delivered information to guests when they needed it, improving convenience and overall satisfaction.



#### • Smart LED Signage

Samsung installed both LCD and LED signage in the onsite casino. On both sides of the escalator going up to the entrance of the casino was digital signage, promoting casino game packages and upcoming club events to generate interest. In addition, a large fine-pitch LED signage, measuring 16.8 meters in width and 4.9 meters in height, was installed on one of the game tables, allowing up to 100 people to play a game at the same time – delivering crystal clear picture quality without distortion from any position while also allowing guests to interact with each other for maximum enjoyment.

*"Samsung's sales team were very detail-oriented. They were sincere and professional. Their concepts were very forward thinking. On top of that, Samsung has superior products, which fits our image. Samsung really played a key role in building Dream Tower together."*

*- Lawrence Teo, COO of Jeju Dream Tower*

### Reliable and ongoing support from Samsung experts

Last but not least, Samsung ensured it was with its customer every step of the way, from consulting, to technical advice and post-issue management. Samsung's expert technical support was able to reassure the Jeju Dream Tower team at every stage, allowing everyone to maintain focus on delivering the best possible customer and guest experience throughout the impressive facilities.

### Offerings

Total solution offerings including Smart Hospitality Display, Smart LCD Signage and Smart LED Signage

HG75NJ690UF	1,750 units
QB13R, QM55R, QM85N, SH37F, UM46N	237 units
IFH	2 screens (P1.5 - 330 cabinets, P2.0 - 35 cabinets)

## Result

By implementing a wide range of displays throughout its resort, Jeju Dream Tower and Grand Hyatt Jeju has maximized overall satisfaction for guests. With a versatile lineup, best-in-class technology and expert support, Samsung played a key role in bringing the resort's guest experience to the next level.

### About Samsung Electronics Co., Ltd.

Samsung inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, and memory, system LSI, foundry and LED solutions. For more information about Samsung Smart Signage, please visit [www.samsung.com](http://www.samsung.com) or [www.samsung.com/displaysolutions](http://www.samsung.com/displaysolutions).