



## Specialist sound, light & video systems integrators

### Case Study: Digital Signage - Novicom

#### Outline

Danish suppliers of leading edge LCD digital signage, Novicom, supply many leading hotel brands and required a UK wide installation partner. CGA Integration installed and commissioned hardware at multiple UK sites including Hilton Canary Wharf, Tower Bridge Hilton, Park Inn Heathrow, Hilton Leicester, and Radisson SAS Manchester, beating tight construction deadlines and innovative installation challenges.

#### Challenges

The projects represents an increase in UK markets for NOVICOM, emphasizing that the partnership needed deliver professionalism and lead to roll outs at other group sites. CGA Integration also handled main contractor liaison for smooth installation.

#### Technical

Installations include monolithic freestanding signs, or flush wall, featuring staff or remote scheduling and updating. Digital media allows video, text and motion graphics or logos for 'at a glance' communication with maximum styling. All hardware is approved and integrated with Hiltons internal LAN. The systems can combines 40" Noviwall reception lobby and business centre screens, 32" Noviwall screens, meeting room Noviwall signs and further screens throughout boardroom and function room venues. To achieve complete coverage, screens can be installed into lift cars and integrated with in room TV systems to unlock wider opportunities.

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