

HOSPITALITY

Engage Guests and Improve Experiences.

Welcome guests, drive traffic, and build brand awareness with spectacular LED displays.



DISPLAYS, INC.

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Digital displays can create a 31.8% upswing in overall sales volumes.

A Warm Welcome

In the hotel business an empty room is lost revenue. Digital sign advertising will capture the attention of consumers in a busy and highly competitive market by promoting special rates to increase bookings. LED signs can aid the greeting of guests, ensuring a welcoming atmosphere with enhanced brand recognition. Vibrant outdoor signage will raise awareness of your location and promote future reservations. Your hotel sign will be a useful and informative tool for guests and future patrons passing by your business.



Research indicates digital signs boost customer satisfaction by 46%.

Enhance the Experience

Interior digital signs help your hotel create an aesthetic environment you want to present to your guests. From a single sign to a video wall, interior LED signs let you portray luxury, comfort, and convenience with brand elements and striking visual graphics. Digital signs have the capability to keep your guests informed with news and weather alerts, incorporate visuals to invite visitors to your dining venues, or promote long-lasting membership through loyalty and reward programs.



Digital signage improves queue management and reduces perceived wait times by more than 35%.

Reliable, Exceptional Performance

For over 35 years, Optec has advanced LED sign technology -- building a reputation for quality LED signs with spectacular color, brightness, and clarity. Optec's optimized graphic and video processing capabilities deliver engaging content experiences via desktop or cloud. Optec's dynamic software solutions, content creation services, and U.S. based Care Team work to provide exceptional customer experiences. Our LED displays create new opportunities for hospitality venues.



Digital sign advertising can generate a 32.8% growth in repeat customers.



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80% of brands that use digital signage report an increase in sales of up to 33%.