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TOM THE WELCOME WALL

INTERACTIVE VIDEO WALL

Sofitel Baltimore Paris Hotel

Paris, France, 2017

The Sofitel Paris Baltimore Hotel is located in one of the most picturesque parts of the City of Lights, near the Eiffel Tower, the Arc de Triomphe and the Champs-Élysées. This converted 19th-century townhouse has been a popular destination for close to 100 years and retains its typically Parisian charm. In an effort to make their guests' stay even more memorable, the owners of the luxury hotel called upon our partners at Float4 to custom-develop an interactive "Welcome Wall" known as Tom to serve as a virtual guide for visiting the city. XYZ's expertise was essential in creating an audiovisual installation that blended seamlessly into the historical architecture.

Photo credit: Float4

Description

Designed by Float4, Tom connects with guests at a personal level and provides them with a uniquely engaging experience. Featuring interactive content that reflects the hotel's brand and core values, the system is decorative, informative and loads of fun! Visitors can use Tom to take selfies or create their own artwork and instantly share it all with friends and family. The interactive application provides dynamic access to information on what to do and what to see in Paris. Tom is also a go-to resource for the latest headlines, sports scores and hotel-related updates. In short order, the Welcome Wall has become an invaluable tool for guests and staff alike.

The experts at XYZ designed and installed the touchscreen system and created a tailor-made frame to conceal the corresponding technology, which includes two cameras and an audio system. A virtually invisible motion sensor was also incorporated into the front of the wall. The XYZ team configured all of the technological components of the system to allow Float4's RealMotion™ platform to deliver high-quality, attention-getting results.

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