

# A West Hollywood luxury hotel gives guests a 5-star TV experience

## IP-delivered fiber TV service provides the entertainment options discerning guests expect

A famed hotelier. A dynamic location. An ambitious vision. These forces all drove the creation of West Hollywood's most memorable new luxury hotel. Design-forward accommodations and lavish personalized services are matched by a technology experience that elevates in-room entertainment with features such as TVs that greet guests by name and offer extensive content options including premium movie channels and yoga classes.

To provide this exceptional entertainment experience, the hotel developer's technology consultant, Darrin Pinkham, founder and president of D2 Technology Hospitality Consulting, would have to identify and implement a solution that would meet the hotel's extensive brand requirements and match its modern luxury concept. It would also need the flexibility to provide service to 60 different room types with 40 different TV mounting scenarios. With over 25 years of experience managing complex projects, Pinkham knew that for this one to be successful, he needed not just an advanced technology solution, but also a reliable technology partner who would deliver on his client's high expectations.

### Meeting luxury standards

Pinkham focused first on identifying the requirements for the solution. He knew the hotel's owners did not want satellite dishes on the hotel roof, so satellite TV content providers were out of the question. "This hotel has a rooftop pool, bar and helipad. Because guests would be on the roof a lot, the owners wanted to avoid an eyesore," he says. "Also, with satellite, there's the potential for channels to go out from time to time when the weather is bad."

Pinkham also needed to find a solution that would offer guests a vast channel selection. "Typically, in a hotel you're only providing 50 channels. But because of the luxury nature of this property, and because 70 percent of the brand's guests are international, I wanted to stretch the system to see how many channels we could deliver," he says.

Finally, the solution had to be able to provide the functionality required to meet brand standards and deliver a personalized, interactive experience worthy of a luxury hotel. For example, brand requirements stipulated that the TV must turn on and display a message welcoming the guest by name when they enter the room.



The hotel sought a TV service that would provide its guests with an exceptional entertainment experience while meeting its extensive brand requirements.

### Client profile



HOSPITALITY  
TECHNOLOGY  
CONSULTING

### Client

DP Hospitality Technology Consulting

### Industry

Hospitality

### Service

Fiber Connect Plus TV for Hospitality

## Overview

- A hotel set high standards for TV entertainment in its new luxury West Hollywood property.
- The IP format is systems-integrator agnostic and supports over 200 channels.
- An entertainment solution featuring Spectrum Enterprise Fiber Connect Plus TV for Hospitality met the hotel's stringent brand standards and requirements.

## Outcomes

- Guests appreciate the 225 channel lineup featuring extensive sports and movie channels.
- The hotel can offer custom content including fitness classes.

## Why it matters

- The hotel can deliver an entertainment experience worthy of any luxury property, especially one that needs to exceed the expectations of their globe-trotting guests.
- The solution's flexibility enables the hotel to meet its brand standards and provide guests with a variety of programming including a number of international channels.



Spectrum Enterprise Fiber Connect Plus TV for Hospitality provides a 225-channel lineup featuring extensive sports and movie channels.

They also required that guests be able to cast streaming content from their personal devices to the in-room TV.

Based upon the project's requirements and his extensive experience, Pinkham knew he needed a terrestrial-based service that could deliver programming in Internet Protocol (IP) format, which provides a high-quality viewing experience. This type of service, which is systems-integrator agnostic, would support over 200 channels, and when paired with a video systems integration platform, provide the customized, interactive entertainment experience the hotel required.

Pinkham turned to Spectrum Enterprise. "I'd worked with them on projects throughout other parts of the country, and it was always a good experience," he says. The Spectrum Enterprise Fiber Connect Plus TV for Hospitality service, delivered in IP format, checked all Pinkham's boxes and would provide the flexibility to accommodate all the hotel's installation scenarios and brand requirements.

But Fiber Connect Plus TV was only one part of the solution: Due to the

hotel's stringent standards, additional services and equipment were required to deliver it to the hotel TVs. Pinkham would have to coordinate the efforts of multiple companies, including those providing video systems integration platforms, set-top boxes and other equipment. He brought all the vendors together to develop and execute a plan that would deliver the entertainment solution to the hotel's 250 guest rooms and suites, public areas and fitness center.

### A plan comes to life

Spectrum Enterprise extended two fiber circuits from the street directly into the hotel to support the delivery of Fiber Connect Plus. Pinkham then worked with Spectrum Enterprise and the video systems integration

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— Darrin Pinkham



The hotel now delivers a premium entertainment experience that satisfies their discerning guests.

platform vendor to integrate Fiber Connect Plus with the video system, which routes the programming to the in-room TVs via set-top boxes that allow each guest to access the entertainment experience.

Providing service to the fitness center and public area TVs required a different configuration. While the guest room TVs required interactivity and a large channel selection, the TVs in the other areas of the hotel did not. Because of this simplified scenario, Pinkham and the Spectrum Enterprise team were able to get the fitness center and public areas quickly up and running by establishing a direct connection between the Fiber Connect Plus TV service and the cable wall outlets, which connect directly to the TVs — no set-top boxes needed. “The fitness center manager loved that the service didn’t require equipment, and that all she had to do was plug into the displays and tune the channels.”

Thanks to expert coordination, the teams were collectively able to install the entertainment solution throughout the hotel in four months, meeting the project plan deadline. “All in all, it took a lot of careful planning

to make it all work,” says Pinkham. “My Spectrum Enterprise account executive was great to work with, and got me in touch with the appropriate person if he wasn’t able to help me.”

#### **IP-delivered TV service elevates the guest experience**

Today, the hotel easily meets brand standards and guest expectations with its impressive 225-channel lineup. “With Fiber Connect Plus, guests have access to a tremendous package of sports and movie channels, including the HBO premium package that the hotel demands,” says Pinkham. The entertainment solution also allows the hotel to provide custom content including yoga and other fitness classes.

Ultimately, the Spectrum Enterprise Fiber Connect Plus TV for Hospitality service brought more to the table than an extensive programming lineup. “The IPTV service was so critical to making the project a success — it’s not just about a lot of channels. It’s also about flexibility,” says Pinkham. “It works with any system so hotels can use the solutions that work best for their properties, and deliver a TV experience that meets guest expectations.”

#### **A new entertainment standard**

When Pinkham finds solutions he can rely on, he’s eager to use them again. “A different hotel brand is doing a project nearby, and I’ve pitched the Fiber Connect Plus TV service,” he says.

When he begins that property, Pinkham will have a new standard to aim for. “This hotel brand had never done a project like this before. Because of its success, they now know they can deliver a premium entertainment experience that meets brand standards and satisfies their discerning guests.”

**“[The hotel owners] now know they can deliver a premium entertainment experience that meets brand standards and satisfies their discerning guests.”**

— Darrin Pinkham

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#### **About Spectrum Enterprise**

Spectrum Enterprise, a part of Charter Communications, Inc., is a national provider of scalable, fiber technology solutions serving America’s largest businesses and communications service providers. The broad Spectrum Enterprise portfolio includes networking and managed services solutions: Internet access, Ethernet access and networks, Voice and TV solutions. Spectrum Enterprise’s industry-leading team of experts works closely with clients to achieve greater business success by providing solutions designed to meet their evolving needs. More information about Spectrum Enterprise can be found at [enterprise.spectrum.com](https://enterprise.spectrum.com).

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