



# FWI SUITE

Win More High-Margin Event Business

If your digital signage network isn't actively helping you win new event bookings, capture more wallet share and guarantee return visits, then it's not helping your property. Considering that group business provides higher margins, longer lead times, lower cancellation rates and makes up roughly 1/3 of hotel revenue, it's no surprise that properties are trying to find a way to win more meetings and events. And once they've won that business, they need a way to deliver more personalized experiences throughout their property on the day of the event.

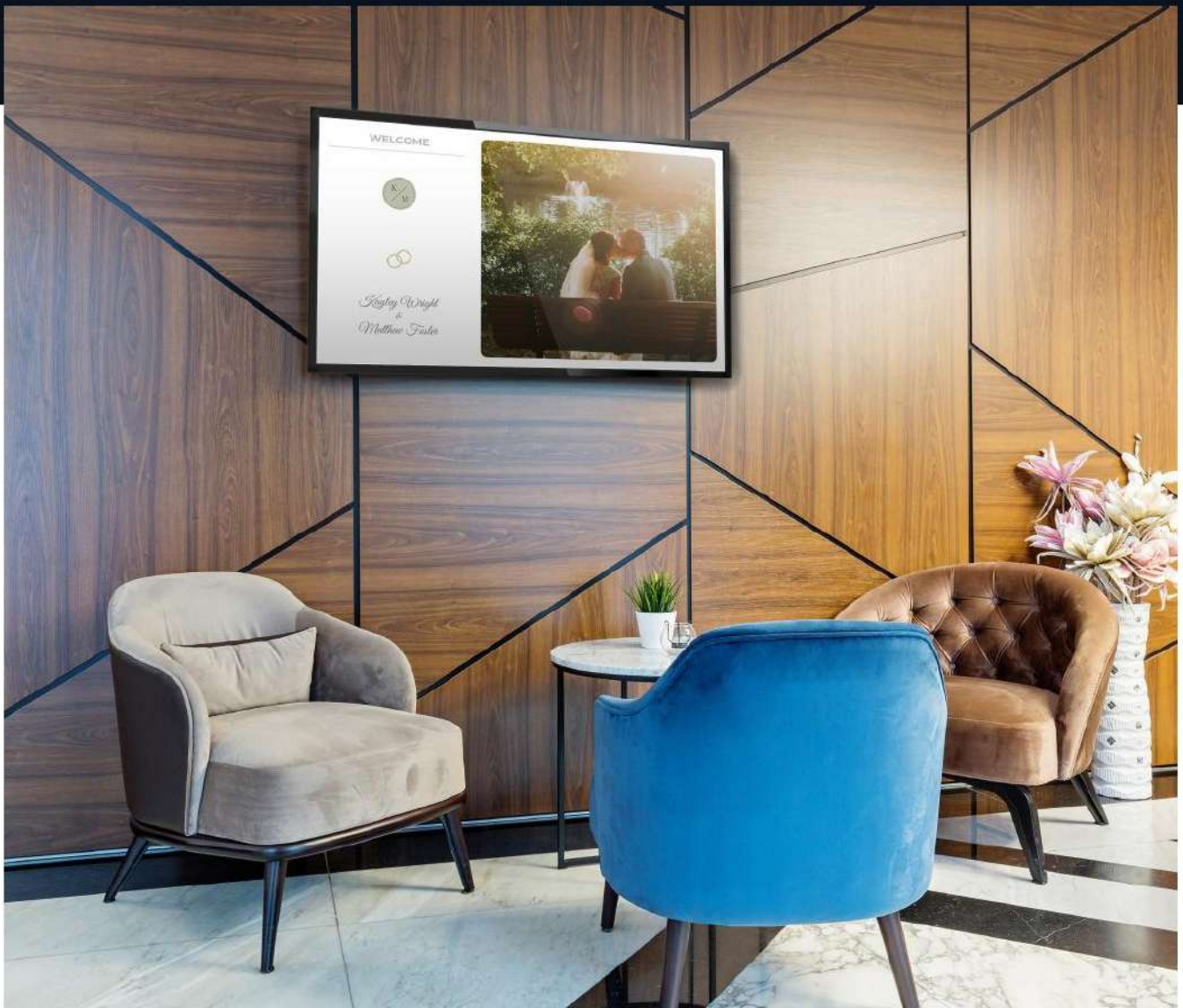
**FWI SUITE is your answer for effective guest communications, your tool to win more high-margin event bookings, and the key to delivering amazing group events.**

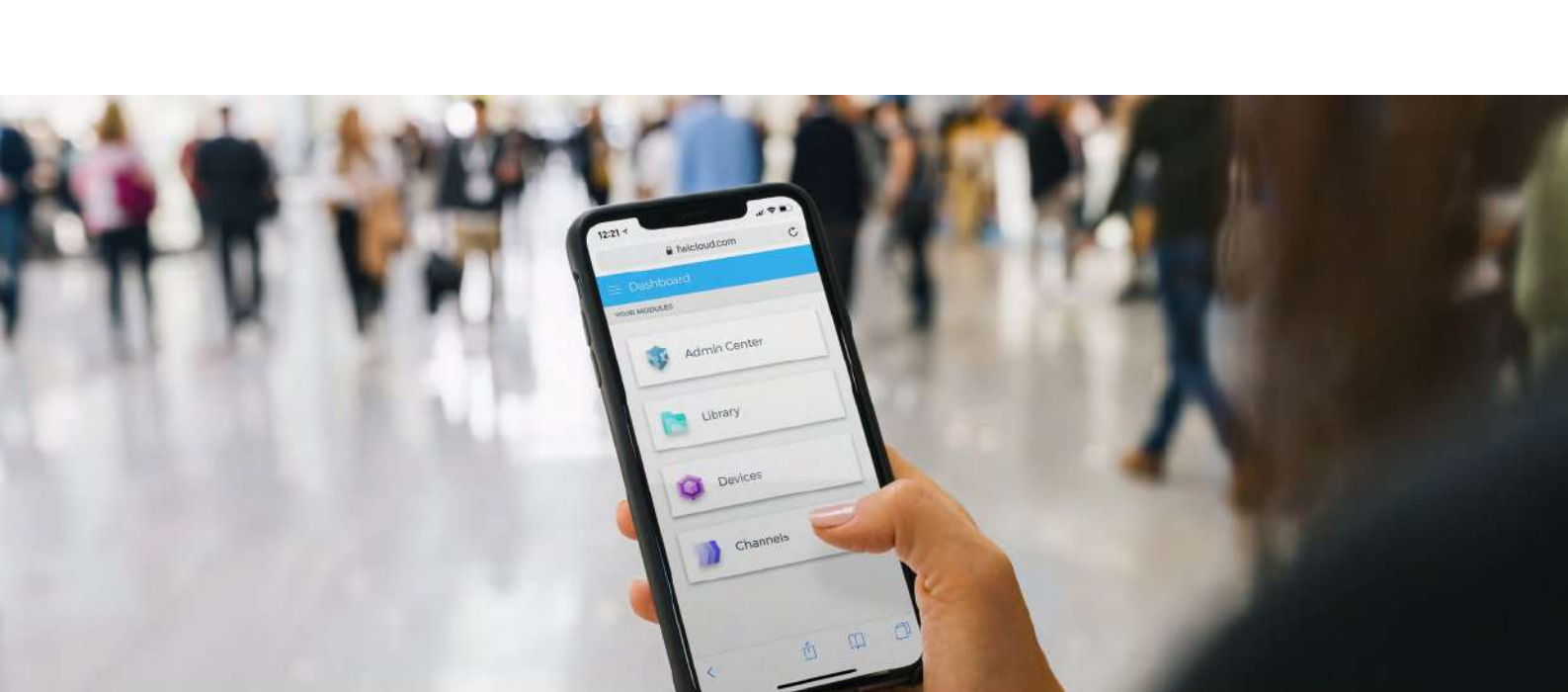
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FWI® SUITE™ is a comprehensive digital signage solution designed to help win event business, then exceed expectations once those attendees are on your property. Plus, the same technology that helps achieve those goals can optimize the overall guest experience, positively impacting visitors who are not onsite for an event.

Exceeding guest expectations, winning more event business, and maximizing revenue per square foot takes dedication. But it also takes flexibility. That flexibility is built into FWI SUITE.

FWI SUITE includes a configurable takeover application that allows you to quickly customize your screens during site visits as well as easily configure meeting room signage, readerboard applications to showcase your events and promotional content, an interactive virtual concierge application, a guest room TV solution, and more. On top of the included applications, you get FWI Cloud, a powerful, mobile-friendly content management tool that lets you change content on the fly—maximizing your ability to provide more immersive, tailored event experiences.





# Flexible Content Management is the Key to Effective Digital Signage

Don't talk about how you can customize your digital signage to impress event planners—show them. Switch up content on the fly. Transform your space into their space. And do it all from your mobile phone during the site walk. That's one of the things we designed FWI Cloud for. When you get FWI SUITE, you also get an intuitive set of tools, all tailored to the specific needs of your content contributors and network administrators.

## Tools for Content Contributors

Give your sales and marketing managers the ability to instantly create branded moments of exclusivity during site walks and events. Give your teams the ability to change content without making them go back to their desks.

## Tools for Systems Management

Easily allow contribution from users across departments with a seamless onboarding process via simple email invites and an easy-to-use platform.

## Content Library

This shared, cloud-based content repository gives everyone in your property a single place to upload and store rich media assets, then easily access and schedule that content from any device, anytime.

## Admin Center

When it's time to scale your network, the ability to easily add contributors and application authors—only giving them access to the tools they need—is invaluable. That's where Admin Center comes in.

## Tables

Designed exclusively for collaborative digital signage content contribution and management, Tables lets your team easily manage your promotional content, brand takeovers, welcome takeovers, meeting rooms, menuboards, readerboards, and hotel info.

## Devices

Gain real-time visibility into what's on your screens, so you're able to view what's playing wherever you are. Whether you're sitting in your office, or need to check your screens on the go, save time and ensure your screens are playing the right content from anywhere.

# Included Applications

For each application, choose the layout that best fits your needs. And with hundreds of font, color theme and background options, you can easily bring in your hotel's unique brand elements.

## Welcome and Farewell Takeover

Win site visits and impress your group guests with the Welcome and Farewell Takeover. Easily personalize your property's screens on the site walk to make event planners and other prospective clients feel like VIPs and showcase how they can extend that same feeling to their attendees. You can:

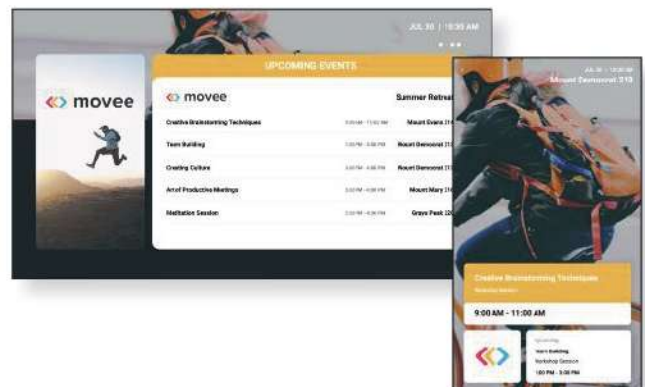
- Instantly take over any single sign on your property, or schedule a takeover to a group of screens, by uploading a custom image and a welcome/farewell message
- Use our pre-set themes for a corporate or wedding message
- Deploy custom images from your desktop computer, or create more of an impact on the site walk by instantly deploying screen-takeover content from your mobile phone
- Showcase how easily the event planner can turn your space into their space



## Group Brand Takeover

If a group is booking out your hotel, make them feel like VIPs by allowing them to personalize your digital signage with their branding. With the Group Brand Takeover, you can quickly customize every meeting room sign and readerboard on your property. You can:

- Brand meeting room signs with the group's colors, logos, and images
- Brand event readerboards with the group's colors, logos, and images
- Schedule the Group Brand Takeover in advance so your signs are ready to go the day of the event



## Meeting Room

Provide added value for your hosted events with a powerful meeting room application that can be personalized for your onsite groups. With signs outside each of your conference rooms, you can:

- Customize colors and background images to brand the signs for groups
- Choose from multiple layouts
- Add group or company logos to the screens
- Integrate with your event management system (EMS) to display real-time meeting information
- Display current and upcoming events for each room
- Showcase hotel amenities and promotions when no events are scheduled



## Readerboard

If you don't tell guests about the opportunities available to them, it's likely they'll miss out on something. With our readerboard application you can:

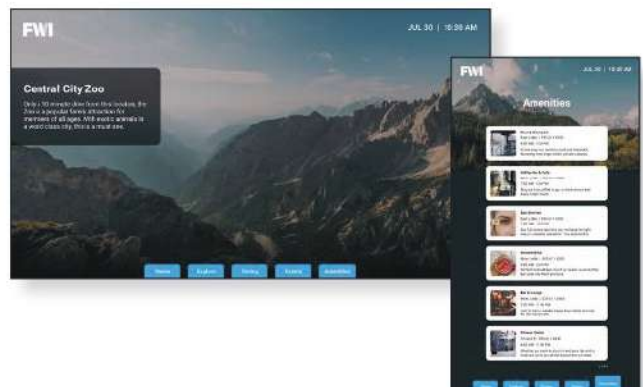
- Showcase upcoming events for the day
- Schedule hotel amenity promotions and food and beverage promotions to play at specific days and times of the week
- Showcase your property's map
- Display local news and weather
- Plus, customize colors and images to brand the signs for groups



## Virtual Concierge

Give guests intuitive access to the types of information that can impact their experience at your property. Your guests will appreciate the ability to:

- Find out about promotions, weather, events and more
- Easily navigate the property
- Learn about your on-site amenities
- Discover local attractions



## Menu Board

Easily showcase menu items on any of your property's cafés, grab-and-go food marts, or other F&B outlets. With FWI SUITE's included menuboard application, you can:

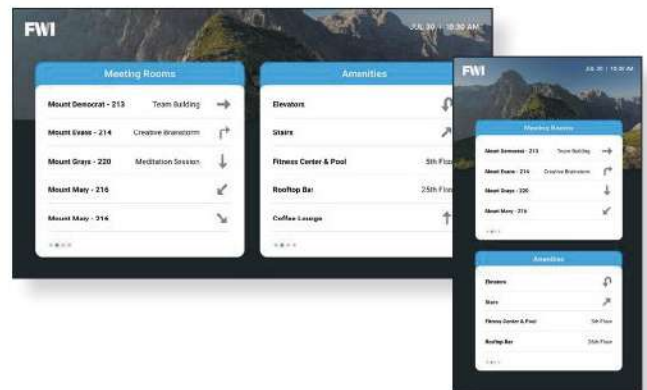
- Update menu item descriptions, prices, and pictures from anywhere
- Change menu items in seconds
- Rotate through different menu layouts



## Directional Wayfinding

Improve how your guests navigate your property. Deployed at key intersections and convergent points, directional wayfinding screens should be an integral part of your property's overall property navigation strategy. Use this application to:

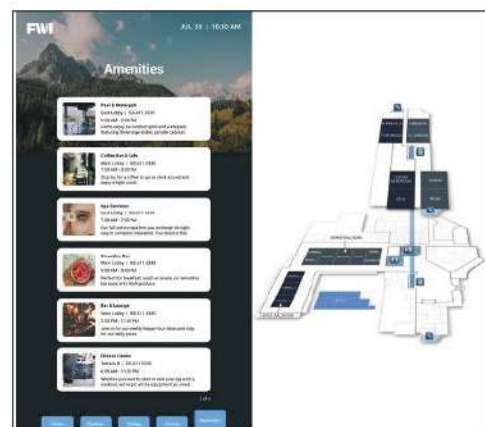
- Point guests to conference rooms and/or hotel amenities
- Dynamically display directions based on which conference rooms are being used
- Provide ongoing directional assistance at key intersections



## Dual-Screen Virtual Concierge

Double the impact of your virtual concierge by displaying a full-screen map or promotion on the right screen with an interactive screen on the left. You'll be able to:

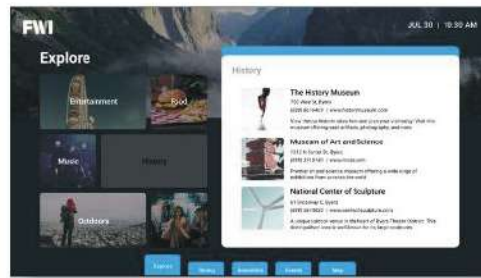
- Promote amenities and provide wayfinding at the same time
- Provide a more robust, immersive guest experience
- Give more real estate to your various amenities without sacrificing other information



## Guest Room TV

Use a guest room TV application to deliver curated content on your in-room TVs and give guests a chance to learn about your property as they relax in their rooms. You can highlight:

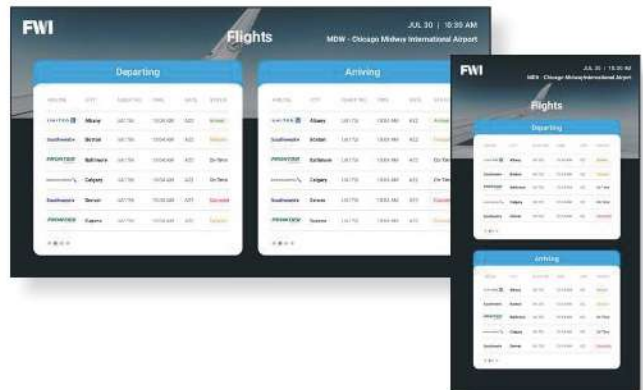
- Each of your property's amenities
- Events and promotional content
- Paid advertisements
- Local attractions



## Flight Information

Keep your guests informed on the status of local flight arrivals and departures. With vertical and horizontal flight information display options, you can:

- Display flight numbers and current status
- Show airline name and logo
- Highlight departure times alongside gate information
- Match flights to the destination city



## SocialSnap

Social media should be part of any communications strategy. With horizontal and vertical options, SocialSnap allows you to expand your online social media presence to the guests at your property. Using TINT, a social media aggregator, you can integrate with:

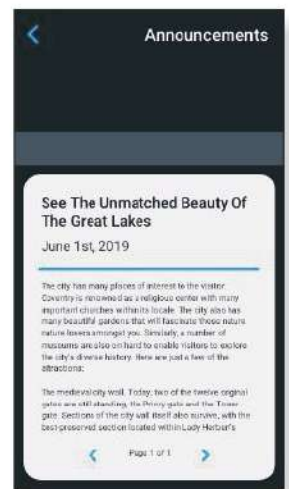
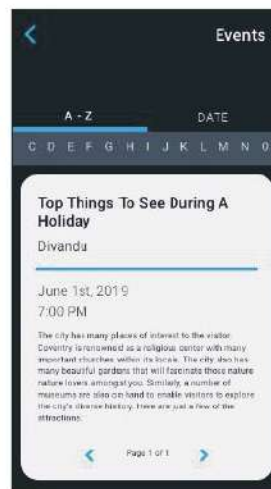
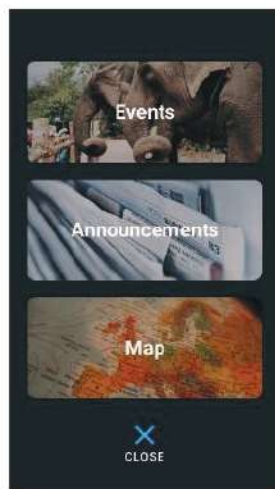
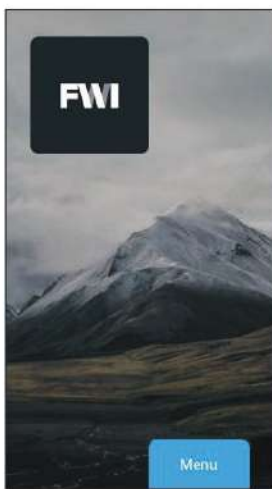
- Instagram
- Twitter
- Facebook and more



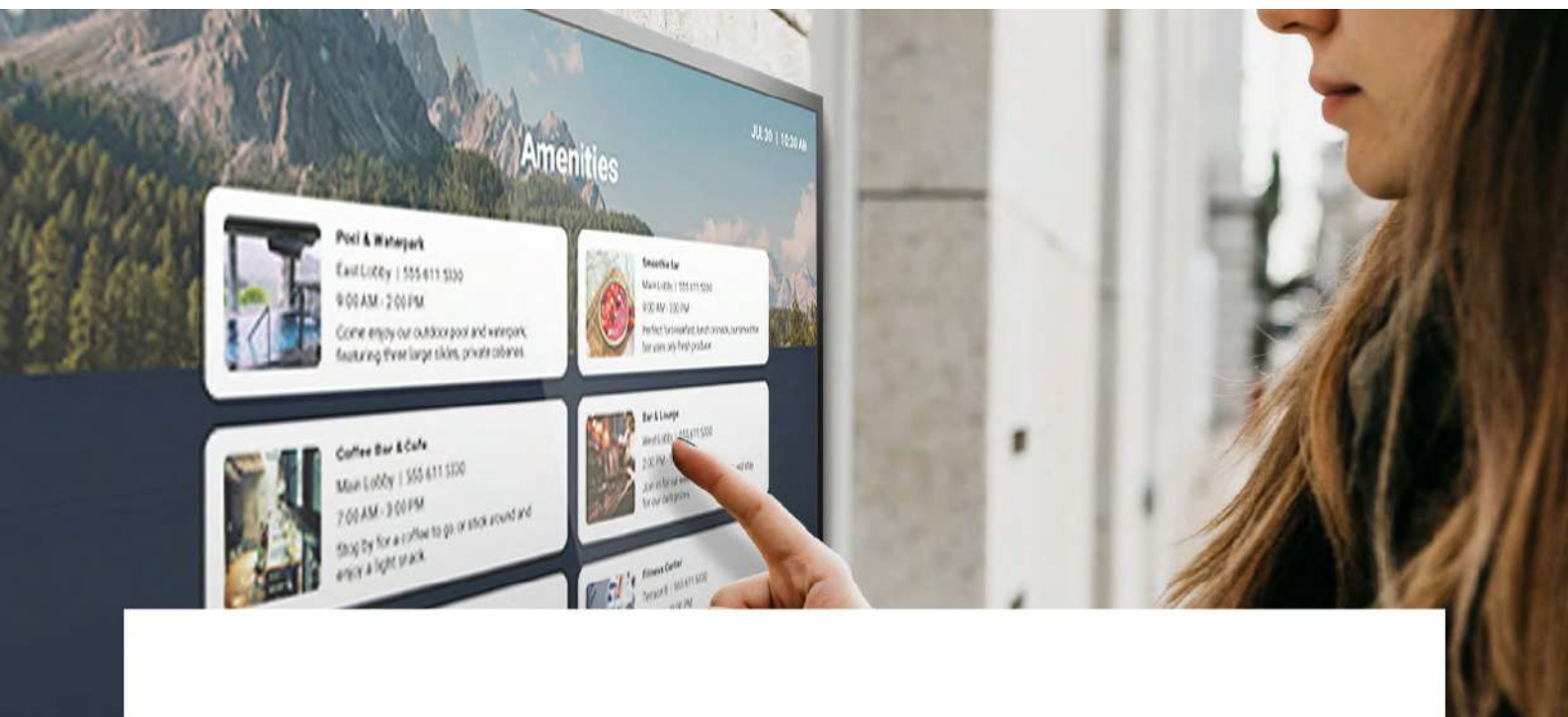
## Mobile

The guest experience begins and ends with your employees. Use FWI's native mobile application to connect your employees to information that can help them thrive in their respective roles, wherever they are. You can:

- Ensure every member of your workforce has access to relevant information
- Replace unread bulletin boards with an app that displays real-time updates
- Highlight the day's upcoming events
- Send critical announcements in real-time
- Display that same information on any desktop browser







# Hardware Solution

## Displays

### Samsung QMR Series

The QMR series delivers ultra high-definition resolution quality even with lower resolution content through image-enhancing technology. It gives viewers a more colorful, rich experience with improved color technology, and provides great visibility from all angles with non-glare panels. Plus, its new slim design makes for easy installation and better space efficiency.

- Available in 49", 55" and 65" display sizes

### LG SM5KE Series

The IPS (In-Plane Switching) monitor technology provides shorter response times, improved color reproduction and great views at any angle. Additionally, its slim design with built-in speakers increases space efficiency.

- Available in 49" and 55" display sizes
- Optional PCAP (Projected Capacitive Touch) overlay through TSItouch

## Meeting Room Sign

### 22" Non-Interactive

With a 22" NEC LCD display, an Intel Atom PC and your choice of surface or wall mounted enclosures with automotive-grade finishes, this combination of hardware brings style and functionality to your meeting and conference spaces.

- 22" (21.5" viewable) NEC LCD E221N-BK, 1920 x 1080 display
- FWPW-11 PC with 64GB SSD, 4GB Ram, WIFI and Windows 10
- 22" vertical surface or recess mount aluminum enclosure

## Media Players

### FWPW-32 and FWPW-52

Using the Intel NUC platform, these Windows-based players are compact, yet powerful. Both players are available with an Intel® Core™ i3 or i5 processor and up to 8GB of DDR4 ram and a 128GB hard drive.

- 4GB (i3) or 8GB (i5) of DDR4 memory
- Integrated wireless and 10 / 100 / 1000 ethernet Windows 10
- 1x HDMI, 1x mini display port
- 2x USB 3.0 (front), 2x USB 3.0 (back)
- 3-year Swap-It Advanced Replacement Service

## All-in-Ones

### All-in-One Android Meeting Room Display—FWP- 10(15)(20)-ELO

Built to be mounted either with or without an enclosure, this all-in-one ELO display is ideal for conference rooms and other shared meeting spaces.

- Qualcomm® Snapdragon™ APQ8053 2.0GHz OctaCore processor
- 32GB SSD Hard Drive and 3GB DDR3 memory | Available in 10", 15" and 22" Active Matrix TFT
- LCD with LED backlight full HD
- PoE+ 30-watt minimum

### All-in-One Android Meeting Room Display—FWP- 10A10A-L

The IPS (In-Plane Switching) monitor technology provides shorter response times, improved color reproduction and great views at any angle. Additionally, its slim design with built-in speakers increases space efficiency.

- Available in 49" and 55" display sizes
- Optional PCAP (Projected Capacitive Touch) overlay through TSItouch

## Display Mount

### Smartmount XT Universal Flat Wall Mount

The Universal Flat Mount for 37" – 75" flat panel displays is included in SUITE. Its slim, open wall-plate architecture delivers placement flexibility and cable management.

- Universal display adapter brackets easily hook onto wall plate for fast installation
- Low-profile design holds display 1.21" from the wall

## Encoder (optional)

### IPTV Encoder—DRAKE DSE24A

The DSE24A is a single channel HD encoder with RF QAM output that encodes an uncompressed video source from devices with HDMI, high-resolution component, composite or VGA outputs.

- Digitally encodes to MPEG2
- Encodes to resolutions of 480i, 720p or 1080i
- Supports closed captioning
- GUI-based remote network control and monitoring

# Included in FWI SUITE

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## FWI Cloud

Easily update and manage content on your property's displays with a modern, mobile-friendly interface that can be accessed from anywhere. Three FWI Cloud user licenses are included, letting you manage content updates and user permissions via your desktop or mobile devices.

## Software

Content Player and Content Manager software.

## Ten Viewer Licenses for Mobile Application

Upon completion of your native mobile application, you'll receive ten viewer licenses that allow you to use the application on personal devices.

## Applications

Applications in both vertical and horizontal orientations.

## Player Configuration

Our hardware experts will configure each of your media players to ensure they're ready for installation upon arrival to your property.

## Integrations

Integration Framework, a powerful tool that allows you to integrate with the data sources you need.

## Educational Information

You'll have access to our library of training documentation and video tutorials, making it easy to learn digital signage best practices.

## Onboarding Services

To help you navigate the steps necessary to get FWI SUITE up and running and ensure you have access to everything you need to manage your solution.

## Hosted Infrastructure

Our cloud-hosted model provides a lower upfront cost as well as minimizes ongoing onsite IT maintenance.

## FWI Store

You'll get unlimited access to the FWI Store, a repository of hundreds of pre-built templates, apps, background imagery and other content items, making it easy to grow your digital capabilities.

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## Add-On Services\*

### RMM

Remote Monitoring and Management (RMM) is a highly proactive service option that lets us identify potential hardware issues before they disrupt your business.

### Onsite Installation

Have an FWI software expert provide onsite testing and deployment support for your staff once your signage system is ready to go live.

### Physical Installation

To streamline the implementation process, choose to add on our onsite installation service and have an FWI software expert provide testing and deployment support for your staff once your signage system is ready to go live.

### Managed Service Content Updates

Let our team update your content and templates on a regular basis, keeping your entire solution current and eliminating the need to train and hire a dedicated internal resource.

### Creative Services

Our creative professionals will design and create stunning graphics for you, helping you further differentiate your property.

\*Subject to additional fees.

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