

# CASE STUDY

## Southeast Asia's Tallest Hotel Building Installed AET Indoor Displays

AET successfully installed its Indoor DH Series LED Display in the lobby of Mercure Hotel, flaunting Southeast Asia's tallest hotel building. This hotel is a multi-faceted complex encompassing shopping, entertainment & tourist attractions.



### PRODUCT INFORMATION

- ▶ AET DH Series Display with 3.0 mm Pixel Pitch & 19.35m<sup>2</sup> Area.



### CHALLENGES



#### VISUALLY EYE-CATCHING

Team had the task of making the display look visually perfect, attracting more viewers.

#### SMOOTH OPERATIONS

From jaw-dropping visuals to instant updates, flexibility was required to be the major highlight alongside smooth operations of display.

#### MATCHING MONUMENTAL EXPECTATIONS

The display was required to be bright, clear & visually appealing as it was required to suit the hotel's architectural brilliance.

### REQUIREMENTS



#### EXCEPTIONAL VISUAL QUALITY

This project required high resolution, vivid colours & seamless playback, delivering a stunning visual experience.

#### DURABILITY & RELIABILITY

This project's display is required to withstand continuous operation. This also required to be potential enough for accidental contact in a busy lobby environment.

### QUOTE

“This wasn't just hardware, but rather a crafting experience. We collaborated with this iconic hotel to push the boundaries of hospitality tech & our DH Series promises to never disappoint.”

- MR. SU PIOW KO, VICE PRESIDENT, AET DISPLAYS



## SOLUTIONS



### CLARITY UNMATCHED

Our product provides high-resolution, highlighting every major & minor detail, leaving guests speechless.

### STRATEGIC GLOW

Our team put the product in an ideal place, enhancing the space rather than blocking it.

### CONTENT CONTROL FREAK

AET's user-friendly system ensures the hotel to switch between announcements & live feeds, keeping guests engaged.



## RESULTS



### UNFORGETTABLE FIRST IMPRESSIONS

Our product installed in the hotel has become the centre of attraction with its jaw dropping design & visuals.

### MAKING BRAND IMAGE

Our display has added up to the hotel's modern luxury, enhancing the brand image of both hotel & AET.

### ENGAGEMENT AT ITS PEAK

Our product keeps the guests engaged, entertained & well-informed.

## TESTIMONIALS

“AET's 3.0 mm Pixel Pitch LED display gives customers an excellent experience with its perfectly visual displays!”

- MALL MANAGEMENT

