



INTERCONTINENTAL BUCKHEAD ATLANTA

CASE STUDY

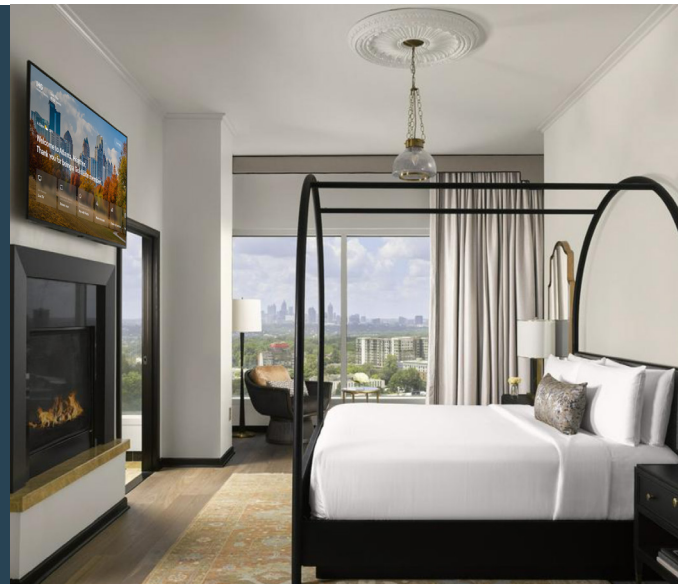
WorldVue launches first IHG property with IHG Connect and IHG Studio powered by DISH Business at the iconic InterContinental Buckhead Atlanta hotel.

OVERVIEW

InterContinental Buckhead Atlanta is a luxury hotel reflecting modern elegance and Southern sophistication in the heart of Atlanta, Georgia's prestigious Buckhead neighborhood. The hotel is part of the InterContinental Hotels Group (IHG) offering elevated service that gives way to an immersive luxury experience. Enrich your stay with the serene setting of recently renovated premium rooms and suites inspired by Atlanta's architecture, history and artistic culture. Each guest room offers high-speed internet to keep you connected, as well as premium TV channels. Unwind at the end of the day with a spa treatment, time at our outdoor saltwater pool, dinner at TheAmericano helmed by celebrity chef, Scott Conant, or in the luxurious soaking tub found in every guest bathroom.

“One of our goals is to increase our Guest Love scores using new technology. IHG Studio helps provide a guest experience that is consistent with the brand which increases loyalty. It provides a level of ease for our guests knowing they will have all the property information at their fingertips, ultimately providing a better experience. That is extremely important to us while driving additional revenue for our hotel.

George Terpilowski | *General Manager*



TECHNOLOGY SOLUTIONS

WorldVue is proud to be IHG's largest technology provider to bring timeless luxury to today's travelers. InterContinental Buckhead Atlanta combines elegant architecture and updated design with modern-day amenities and guest-room entertainment.

Each of the rooms includes IHG Studio- the next generation in-room experience for guests. IHG Studio puts guests in control of their stay, offering a new way to bring your guests ultimate comfort. IHG Studio is a cloud-based solution that allows guests to watch TV as if they were in the comfort of their own homes. It allows guests to stream content by casting from their personal devices directly to the television in the room. IHG Studio is a fully personalized in-room stay experience that will keep them coming back again and again.

IHG Studio offers management substantial ROI with the ability to sell advertisements in the Reel space to local events and businesses. Installing IHG Studio requires a minimal on-property hardware footprint, and all new features are pushed remotely. This cloud-based, centralized platform is available at low IHG negotiated rates which means you can offer this elevated experience to your guests for the *same price or less* than you pay for your free-to-guest TV lineup.

Technical requirements:

- IHG Connect WiFi with PMS interface
- IHG Studio compatible TVs
- TVs Hardwired in All Guest Rooms



“The ability to showcase our property amenities and drive ROI through IHG Studio as a contemporary solution is exciting. We are giving our guests more information through their in-room TV enabling them to spend more quality time at the property. While we can't replace the personal touch that our Concierges offer, IHG Studio helps us by taking the Concierge Premium Service to another level as a 24/7 service.

George Terpilowski
General Manager

TV ENTERTAINMENT SOLUTION “IHG STUDIO”

The IHG Studio entertainment solution WorldVue installed at the InterContinental Buckhead Atlanta is powered by DISH Business’s SMARTBOX2 technology. This solution offers a premium lineup of 60 HD channels including local content and sports. This equipment can power high-quality entertainment with or without a set-top box, and works with your existing network. DISH Business and WorldVue’s solution offers customizable guides and private networks with seamless OTA integration.

WI-FI SOLUTION “IHG CONNECT”

IHG Buckhead Atlanta chose WorldVue to install the required IHG Connect solution. As an IHG Connect Strategic Partner experienced with the overall IHG Connect process, including installing Cisco Meraki equipment, WorldVue is one of only two Meraki Hospitality Partners with a CMNP certification and is the #1 choice for IHG Connect installations in North America.

The installed equipment from Cisco Meraki includes:

- 1 MX gateway
- 35 switches
- 674 wireless (802.11ac) access points

Average client usage is 4.34 GB, with a per-client bandwidth limit of 10 Mbps. The solution includes the ability to increase bandwidth as needed, for example, to support large events.

WorldVue provides remote support for the IHG Connect solution at IHG Buckhead Atlanta, managing features such as:

- Traffic shaping
- Firewall rules
- Bandwidth limit
- Support for meeting/conference networks

“DISH Business has been supporting IHG owners for years, and now with the added expertise of WorldVue, we’re ready to bring IHG’s new brand standards - IHG Studio and IHG Connect - to life. IHG Studio, powered by our SMARTBOX technology, truly elevates the guest entertainment experience which is instrumental in driving loyalty and guest satisfaction. We’ve worked closely with both IHG and WorldVue to bring incredible pricing to owners so that this state-of-the-art in-room technology is accessible to properties all across the nation.

Amir Ahmed | *EVP, DISH TV*



HOTEL FEATURES

- Spa InterContinental
- Fitness Center
- Outdoor Pool
- 21st Floor Club InterContinental Lounge

AMENITIES

- Dry cleaning pickup/laundry valet
- Aerobics instructor
- Theater ticket desk
- Notary services
- Same day dry cleaning
- Doctor on call
- Wellness activities
- Shoeshine
- Executive VIP services
- Nanny services
- Foreign currency exchange
- Sports trainer
- Business center
- Shipping available
- Butler services

DINING

- The Americano
- Caffè Americano
- In-Room Dining

DETAILS

- 422 Rooms
- 2 Gala Ballrooms
- 22 Meeting Rooms
- Pet Friendly
- Hotel Accessibility
 - Accessible Guest Accommodations
 - Accessible Hotel Features
 - Accessible Parking Details
 - Wheelchair Accessibility
 - Hearing Accessibility
 - Vision Accessibility

