



PSAV Develops 'Touch Me™' Digital Signage for Hyatt O'Hare

Leading event-technology group creates interactive, touch-screen solution that speeds location/event finding for guests and staff

LONG BEACH, CALIF. — OCTOBER 6, 2008 — As one of the largest meeting and convention destinations in the Midwest, the Hyatt Regency O'Hare, Rosemont, Ill., recently tapped the expertise of its on-site event technology partner, PSAV® Presentation Services, to upgrade its Digital Signage. The new, customized touch-screen system – which last month won PSAV the Digital Signage Expo East 2008 Content Award – gives Hyatt O'Hare guests the information they need, from several obvious locations, in a user-friendly manner.

PSAV is the leading supplier of audiovisual and event technology to hotels, associations, producers and meeting planners worldwide. The 2008 Content Award is designed to recognize innovative and compelling creative content in digital signage, interactive technology, and out-of-home network applications.

"We approached PSAV with the opportunity to review our requirements and develop a groundbreaking approach to digital signage that puts our guests in charge of the information they need," said David Jacobs, Hyatt Regency O'Hare General Manager. "Previously guests were forced to wait for the reader board to scroll through all events before seeing their event, and, once the correct meeting location was found, guests had no idea how to get there."

"We needed to immediately reduce the valuable time it took our staff to give guests directions while avoiding the costs and environmental issues associated with producing printed foam boards for each event," Jacobs said. "We wanted a complete, end-to-end digital-signage system that included signage placement analysis, an understanding of our unique marketing requirements, complete installation services, system monitoring and on-site content management. Based on our ongoing, on-site relationship for the past 25 years with PSAV, we knew they could develop and deliver such a system."

'In Touch' with the Hyatt O'Hare

Based on a review by PSAV of public-area and meeting-area traffic patterns, the new Digital Signage system at the Hyatt O'Hare gives its guests the opportunity to interact with any of 13 strategically located 46-inch touch-screen digital displays. Each digital sign is fully integrated into the hotel's content-management system (also managed and provided by PSAV) to ensure that the most current meeting location information is displayed.

"Most importantly, guests no longer have to wait to get their information as the displays show what guests want to see first – their group name," said Denis Lesak, PSAV National Director, Digital Signage. "From there, guests can choose their meeting and then see a detailed map that shows where they are standing and how to get to their meeting location. "

PSAV went a step further, Lesak said. The company designed content to promote hotel amenities, engineered decorative enclosures that elegantly match interior décor, and provided on-site display mounting, software setup and network integration services. As on-site event technology providers,



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the PSAV team was given certified-training on the digital signage system software for system monitoring and content personalization services.

“The result of our combined effort is a new Digital Signage System that provides Hyatt O’Hare guests with simple, clear instruction,” Lesak said. “Dubbed ‘Touch Me™,’ the system launches the guest/user experience, including details about specific events and even individual attendees, hotel amenities, concierge services, and airline departure information. It’s hot technology that provides a really cool experience for anyone who comes in contact with it.”

According to the hotel’s Jacobs, the new Digital Signage System created by PSAV has long-term benefits for guests and the property alike.

“Not only did we strengthen our long-term relationship with PSAV, but we also strengthened our positioning in this competitive meetings market as a convention destination of choice,” he said. “Thanks PSAV.”

For more about PSAV Presentation Services, please visit www.psav.com or contact Denis Lesak, dlesak@psav.com, 562.366.0273.

About PSAV® Presentation Services

PSAV is the leading supplier of audiovisual and event technology to hotels, associations, producers and meeting planners worldwide. With over 800 luxury hotels, resorts and conference centers worldwide, PSAV is totally committed to making every live event an unforgettable experience. PSAV’s goal is to turn ordinary meetings into memorable experiences so the message lasts. www.psav.com.

About Global Hyatt Corp.

Global Hyatt Corporation, one of the world’s premier hotel companies, offers today’s travelers over 735 hotels and resorts (over 136,000 rooms) in more than 44 countries. The company’s affiliates own, operate, manage and franchise Hyatt branded hotels and resorts under the Park Hyatt™, Grand Hyatt™, Hyatt Regency™, Hyatt Resorts™, Hyatt™, Hyatt Place™ and Hyatt Summerfield Suites® brands. In April 2007, Hyatt launched its newest global brand, Andaz™. Global Hyatt Corporation is also the owner of Hyatt Vacation Ownership, Inc. operator of the Hyatt Vacation Club and fractional residential properties and U.S. Franchise Systems, Inc, which franchises Hawthorn Suites and Microtel Inns and Suites. From the U.S. and Canada, reservations for any Hyatt hotel worldwide may be obtained by calling 1-800-233-1234 or logging onto www.hyatt.com.

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