



## CASE STUDY HOTEL PANTHERA

Outdoor living and entertainment is an area on the increase across Europe and, with Spring approaching and temperatures rising, more demand is anticipated for outdoor AV solutions in both the professional and residential / custom install space. To date, Peerless-AV has had significant success with its Xtreme<sup>TM</sup> High Bright Outdoor Displays in ski resorts, town centres, quick service restaurants, retail and amusement parks and more. Now, as a result of the pandemic, bars and restaurants are also more likely to embrace this technology in their efforts to provide customers with a safe outdoor space to eat, drink, socialise and be entertained.

Come rain or shine, snow or ice, the Xtreme displays offer all-weather rated performance and the toughest resistance to impact or high winds. Similarly, the UltraView™ UHD Outdoor TV offers weatherproof features that make it an ideal option for any 'exposed' environment requiring a large format digital signage and infotainment medium for the target audience.



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The UltraView TV has completely lived up to expectations and Peerless-AV and Omega provided first class sales support. Hotel management are happy and so are guests. The size of the TV makes it particularly eye catching with content that can be changed and updated quickly and easily at different times of day to promote hotel services and infotainment such as news, weather, music videos and sports coverage.



## Werner Paccagnel System Engineer Kapsch

Hotel Panther'A, located in one of Austria's most famous ski regions Saalbach Hinterglemm, approached system integrator Kapsch BusinessCom AG in December 2020 for a display solution to be situated on the wall at the hotel entrances by the outdoor café/bar. The hotel wanted a large, bright display that would be seen clearly at any time of day, not only by hotel guests but by tourists passing by on the street as well. Kapsch specified the 86" UltraView TV from Peerless-AV and sourced locally from AV distributor Omega. The TV was installed in under a day using an outdoor flat wall mount, also from Peerless-AV, to provide a secure installation. The UltraView is exceptionally bright and colourful with 4K resolution, direct sunlight readability and exceptional picture quality from any angle. It also features internal speakers and USB media support. Since the TV is outside, a fundamental requirement was its ruggedness in construction to defend against weather and discolouration, and ensure performance longevity and long term aesthetics. The result at Hotel Panther'A is a visually impressive TV that appeals to viewers and is easily controlled, in terms of content and delivery, by the hotel's marketing department.

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## About Peerless-AV

For over 75 years, passion and innovation continue to drive Peerless-AV forward. We proudly design and manufacture the highest quality products, including outdoor displays and TVs, complete integrated kiosks, video wall mounting systems, professional trolleys and stands, and more. Whether a full-scale global deployment or custom project, Peerless-AV develops meaningful relationships and delivers world-class service. In partnership with Peerless-AV, you are trusting an award-winning team of experts who will support your business every step of the way.

For more information, visit peerless-av.com.



