



# Aura™



INTERCONTINENTAL®  
HOTELS & RESORTS

## DIGITAL SIGNAGE NETWORK

As part of providing a digital signage network for its conference and events space, the Intercontinental London - O2 came to Aura to design and implement the solution.



56 screen  
digital signage network



Way finding  
service



Fully managed and  
automatically distributed  
content



### A 5\* SOLUTION FOR A 5\* HOTEL

Aura worked with the brand-new Intercontinental London - O2 to design and implement a large 56 screen digital signage network throughout the impressive conference and event space.

Aura's custom development and scripting allowed the hotel to integrate natively with their Newmarket, Delphi room

booking system for live and automated content changes providing general & Event information, Way Finding and Advertising with Aura's custom content script pulling in various content items from the hotel events team including news, weather, local traffic/travel and automated feeds from the room booking system.



Way finding and advertising displays are all connected through the in-house Scala Content Management Server

The Intercontinental London - O2 hotel features 453 spacious guest rooms including 59 suites, fusing timeless luxury with contemporary comfort along with a Spa that offers a luxurious and holistic approach to well-being and a

4,500 sq m purpose-built conference centre including the UK's largest pillar-free ballroom with ample break-out areas, 19 additional meeting spaces and an in-house audio-visual team.

#### Contact us

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