



Delighting guests

Philips Lighting solutions designed to meet hotel needs

PHILIPS

sense and simplicity

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A home away from home



The hotel and tourism sector is one of the most dynamically growing sectors in the world economy. With ever-improving transport links, faster, cheaper transport and the growth in low-cost air travel, the importance of hotels is growing beyond all recognition.

One of the main roles of a hotel is to create that feeling of being a home from home, somewhere warm and welcoming, somewhere that has an atmosphere which makes guests feel relaxed during their stay and encourages them to return, or even recommend it to their friends. Above all, it is the staff, with their friendly smiles, their calm, efficient service who create that special something. Then the building itself, the quality of the room, bathroom, restaurant, lobbies and bars that help create that special ambiance. And lastly, it comes from the effective use of lighting. Whether it be a dramatic lighting display to highlight external features giving the hotel its unique identity, or inside, to soften the sharp edges of the building to create intimacy in a large bar, or warm lighting to create a cosy feel in a room, or cool lighting to emphasize the cleanliness of the bathroom. Together, a combination of all these factors make a hotel feel like home.

Delighting guests

It is vitally important to make your hotel stand out from all the other hotels. It should be distinctive and give guests a memorable experience so they come back and even recommend it to other people. According to research, the following important themes can satisfy guests' needs:

Personalization



Today people want more from their precious leisure time and are always looking for unique and exciting experiences. Distant places are becoming more affordable and accessible thanks to cheaper flights and airlines offering more routes at reasonable prices. People want to find adventure and new ways to express themselves and always do something that they have never done before. Far corners of the globe are particularly attractive as people strive to find something out of the ordinary and ways to escape the routine of their day-to-day lives. For these reasons the tourism industry needs to move with the times and cater for a multitude of individual needs, while

at the same time balancing the unfortunate threats we face from terrorism and crime in the modern world today.

What does this mean for the travel industry? Travellers need to be able to reach their destinations in as shorter time as possible and have more choices of where they go. The experience should not only be unforgettable but something for the tourist to be excited about. Hotel rooms have to be a place for rest, work and even meetings. Above all, they must be safe and simple and still feel like home.

Well-being



Increasingly, travel is becoming a combination of leisure and health, where tourists may travel in search of a cure for their illnesses, or are simply looking for a type of wellness break, or just simply going on an activity holiday. In some cases a holiday can even be seen as a way to develop one's mind, body and soul. Nowadays people are much more conscious about their health and see a holiday as a means of fulfilling a variety of expectations.

As a result of these general trends the hotel industry needs to not only take responsibility for people's basic travel needs but also for their personal health. This can be achieved by

offering a range of destinations catering for wellness travel and tailor-made packages with a greater focus on health and fitness. This means gearing up and adapting to current market demand and being able to provide tourists with wellness facilities in and around their hotels even if they do not specifically cater for this type of guest.

As well as guests, hotel staff can also benefit from good lighting at the workplace. In the reception area tasks such as reading and filling in forms or working on computers and elsewhere cleaning corridors can be performed more easily with effective lighting solutions.

Sustainability



Protecting the environment through energy saving is currently one of the hottest topics. Due to their 24 hour a day and 7 day a week operations, hotels consume a lot of energy to illuminate rooms, corridors, the façade and other places, therefore energy saving lighting solutions can be great to reduce electricity bills.

People are thinking more and more about the ecological and social effects of tourism. Not only is it about domestic or industrial waste, but, more recently, the carbon dioxide emissions generated from planes, hotels and other entertainment facilities. With an ever-growing number of people looking to minimize the

environmental impact in all areas of their lives, it is important to satisfy the needs of these 'green' guests.

Some initiatives for energy saving are already in place, such as avoiding washing towels unnecessarily. You can take further steps by choosing Philips Lighting solutions. Hotel owners can do a lot to meet the needs of these guests and to save energy. Making use of new lighting technologies, like LEDs, lighting control systems or compact fluorescent lamps can significantly lower energy consumption and CO₂ emissions thereby dramatically reducing hotel costs

Trends in hotel lighting

When guests first set foot in a hotel they briefly have a look around. It is vital at this stage that they like what they see. Good lighting helps to make their first impression positive - focusing guests' attention on the reception desk and interesting objects around the hotel entrance to help establish the character of the hotel.

The lighting also operates as a virtual but silent hotel guide, directing the guests in appropriate directions and along corridors to their rooms, lifts, bars or restaurants.

Recently, however, guests have wanted much more than enough light to find their way around. They want to be able to control lighting to suit their individual needs in all the rooms.

If it is about wellness and spa they want to have a pleasant lighting environment which helps them relax. Finally, their concerns about the environmental impact of their stay can be limited by applying energy efficient and modern solutions which also help to reduce total costs.

The following symbols are used throughout this brochure to indicate the themes for the particular application:



Personalization



Well-being



Energy saving/sustainability



Guests can be offered a number of choices in order to create their own exciting and pleasant surroundings. The hotel environment can act as a retreat on a virtual island away from the stresses and strains of the real world. They can offer clear and open spaces which can be enhanced through the touch of a light switch.

Modern lighting controls can be used to create an individual mood and serve to meet a variety of needs from simple relaxation, socialising or working. LEDs can also support personal taste through dynamically changing the effects of colour. Easy to use lighting controls solutions can adapt the lighting to individual preferences by a simple touch of a button.



Wellness areas can be created by cleverly integrating interior design in a way that harmonises sound, smell and lighting simultaneously to maximise the desired effect. Different lighting schemes can help to reflect emotion such as special lighting effects to help gently soothe guests

while in a relaxing spa or to create that special energetic feeling in a fitness centre. Good lighting can also be used to great effect to highlight the cleanliness and high levels of hygiene in a hotel.



According to surveys, 45% of installed lamps in hotels use old technology (mainly incandescent). Choosing new lamp/luminaire combination (LEDs and compact fluorescent lights) can lead to better energy efficiency and smart control systems will also reduce energy consumption with an incorporated

occupancy control function. Long-life lamps do not only save the environment, but also reduce total expenditure. Both through energy efficiency and an increased life-time this will result in a lower total cost of ownership. This can be significant as over 40% of the total energy used by a hotel is for lighting.



Corinthia Grand Hotel Royal, Budapest



The lighting solutions chosen for a façade have to specifically blend with the architecture of the building. Buildings with a highly decorative front can be illuminated with narrow beam spotlights, where selected details can highlight the unique character of the façade. Recently developed LED solutions by

Philips ensure high quality, coloured dynamic lighting with accurate light distribution to avoid disturbance to hotel guests.



Reveal the beauty

The façade is the first visual image of a hotel and represents the general character of the building. This forms a guest's first impressions. A façade can also be an attractive feature at night when it can hold the power to advertise to a public audience. Therefore façade lighting is very important to arouse guests' interest and stand out like a landmark from the surroundings by using sophisticated lighting solutions. Illumination used for a modern building exterior can emphasize their contemporary character whereas illumination for hotels located in historical areas is about bringing out their individual, architectural style.

Façade



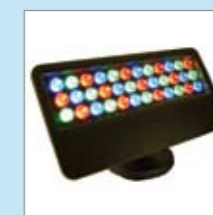
LEDline²



LEDflood



LEDbeamer



ColorBlast



ColorSplash



MarkerLED

The power of colours

Facade lighting needs to emphasize structure and architecture details either with standard white or with coloured light. The AWB (amber/white/blue) versions of LEDline2 and LEDflood delivers the full palette of natural white light, revealing the beauty of the architectural materials used. All mentioned luminaires are available in different monocolour versions which illuminating and enhancing structures with coloured light. The RGB versions of LEDline2, LEDflood, ColourBlast and ColourSplash offer dynamic colour effect using DALI and DMX technology.

Beam types

LEDbeamer, LEDflood and ColourBlast offer regular floodlight type of light distributions which accentuate details, while LEDline2 creates linear wallwashing effects which turning surfaces into "curtains" of light, and transforming light into objects. These luminaires contain high power LEDs and their optic ensures precise light distribution, enabling designers to create strong lighting effects.



Flexible lighting solutions in public places will not only emphasize architecture and interior design, but will also help to clarify the purpose for which it was intended. Regular daily activity requires different lighting for meetings, film shows or dance parties.

In corridors lighting needs to provide orientation and a feeling of safety and security. Ceilings and walls which are brightly lit can minimise any potential feeling of claustrophobia in narrow corridors,

while illuminated pictures and other objects will avoid monotony.

Since all the above-mentioned areas are in operation 24 hours a day, low energy consumption and efficient management of maintenance costs are highly desirable. Integrated lighting control solutions (e.g. detection of presence) can result in up to 75% of energy saving which also leads to a reduction in CO₂ emissions.



A warm welcome

Hotel lobbies, foyers and receptions set the tone for welcoming guests, so they should present a warm and cosy atmosphere as well as reinforcing the brand identity, realising expectations and creating mood. At the same time they have to ensure that hotel staff can also perform their duties at the registration desk effectively. Decorative and functional lighting enhances the feeling of well-being and can clearly define areas designated for activity and relaxation. Corridors are generally thorough-fare areas which also provide access to rooms and escape routes in cases of emergency.



UnicOne



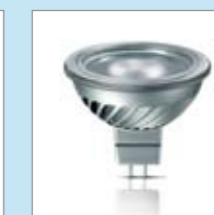
SpotLED



WallmarkerLED



MasterClassic



AccentLED



MasterLine ES

Welcoming entrance

In the entrance and lobby area the UnicOne Pendant range allows you to decorate your interiors with very small suspended luminaires while still satisfying the high levels of lighting required. Recessed downlights ensure trouble-free check-in at receptions. Applying LEDs in these downlights will save a substantial amount of energy which justifies the SpotLED or AccentLED ranges.

Inviting foyers

The soft, indirect lighting effect of the UnicOne uplighter range will create a cosy atmosphere in foyers and lounges and the area into a

real meeting point for people to sit, talk or read. Additionally the wall-recessed WallmarkerLED can enhance indoor ambience and provide guidance to guests through a choice of colours (white, blue and RGB).

Bright corridors

MasterClassic lamps ensure bright, sparkling light in corridors enabling guests to find their rooms easily. These lamps combine the pleasant conventional shape of light bulbs with the latest halogen technology thus saving 50% energy compared to incandescent lights but with an improvement in the quality of light.



Guests should be able to adjust lighting in the room according to the activity. Different light settings are needed for watching television or reading in bed and, therefore we suggest advanced lighting control systems which enable the user to set the scene depending on their actual requirements and mood. Flicker- and glare-free lighting solutions can help guests to concentrate if they work in the room.

These control systems can help reduce energy costs too, because they can be fitted with presence detectors. In addition to that advanced light sources, such as LEDs or compact fluorescent lamps, help to further save costs and preserve the environment for future generations.



Feeling home

Guests value the atmosphere and comfort of a hotel room the most. The feeling of being at home further enhances their well-being and helps them to relax. Rooms are not only places for sleeping, but also for various types of activities such as watching TV, reading in bed, working on the computer etc. This multi-functional usage of a hotel room requires specially designed lighting which needs to be appropriate for the required purpose.



SpotLED



iW Cove



MasterClassic



Softone ES



Tornado



AccentLED

Create ambiance

The iW Cove LED based linear luminaires are able to create soft lighting patterns in alcoves to give a stylish ambiance to the room. The colour temperature of the light can be changed to between 3000 and 6500 K. The cooler light colours can be used during the day when activity levels have to be high for working while warmer white colours can be selected for evening leisure time to create a cosy atmosphere. For miniature reading lights a SpotLED can be used which is adjustable in any position thanks to its flexible gooseneck.

Save energy

Philips energy saving solutions for guestrooms:

- MasterClassic lamps combine the nice conventional shape of light bulbs with the latest halogen technology thus saving 50% energy compared to incandescent lamps but with an improvement in the quality of light.
- Compact fluorescent lamps, like the Tornado or Softone ES range are fully retrofit and can save upto 80% energy, and offer upto 15 times longer lifetime
- Easy AccentLED retrofit LED solutions for spots will help to save up to 80% energy while their lifetime is extremely long



Due to various activities in these rooms, both functional and decorative lighting systems should be available. Functional lighting provides flicker- and glare-free lighting, so glare will not disturb people while working on computer screens. The decorative part will set the mood and atmosphere for familiar discussions. Lighting control systems offer high flex-

ibility in professional conference rooms to adjust the lighting solutions for the required purpose. Different lighting scenes for beamer presentations, focussed work, small group discussions can be simply selected at the simple touch of a button. Some of these lighting management systems are able to handle the screens or electric roller-blinds.



The professional conference

Hotels often have conference rooms which are available for holding meetings, training sessions, seminars and conferences. To be able to cater for absolutely any purpose whatsoever, these rooms must offer flexibility for various types of functions such as presentations or face-to-face discussions. Some of these activities require lower lighting levels to be able to see projected images, but others need higher levels so that participants are able to take notes or see the other participants in a meeting clearly.



SmartForm

Celino

Arano

Fugato

MASTER TL-D Eco

ActiViva

Functional lighting

Functional lighting solutions should be similar to the office environment. Square or rectangular SmartForm or round-shaped Rotaris luminaires are designed to satisfy the needs of recessed mounting while Celino and Arano can be used for stylish suspended solutions. If less power is needed Fugato downlights can be installed with compact fluorescent lamps. SmartForm, Celino and Arano can be equipped with ActiViva T5 lamps which recreate the effect of natural, blue-sky daylight thanks to their blue-rich light. This light stimulates our biological clock and makes people feel energized and active.

By simply replacing your current T8 lamps with MASTER TL-D Eco you can instantly reduce your energy use by more than 10%.

Lighting controls

The easy to use MultiDim DALI® based lighting control system allows for different scenes to be created to highlight a mood and create a different ambiance for special tasks. Pre-programmed presets can be recalled at the touch of a button.

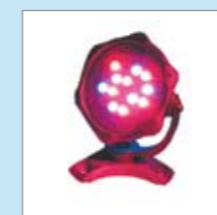


Lighting solutions have to satisfy the functional requirements of a particular area. A relaxing ambience in the wellness area can be achieved with soft indirect or coloured light patterns, while ActiViva fluorescent tubes can create a stimulating environ-

ment in a fitness centre. Decorative and attractive solutions incorporated in lighting control systems are available to create contrast and a special atmosphere. Lighting solutions have to withstand humidity as well.

Relax and enjoy

As holidays are becoming more frequent, but shorter, hotel guests want more than just good quality accommodation and meals: they would like to be able to associate their stay with relaxation and entertainment. Therefore the wellness area of a hotel can be one of the most important factors in a client's decision-making. Creating a relaxing ambience in a spa or sauna or an energetic environment in the fitness centre will leave a lasting and favourable impression on guests.



ColorSplash



eW Cove



EFix wall mounted



MASTERline ES



MASTER PL-E



MASTER PL-C

Create relaxing mood

Soft cove lighting from eW Cove creates a restful environment in the wellness area by offering the desired colour temperatures together with the long-life, low-maintenance nature of LEDs.

At the same time EFix wall-mounted luminaires enhance space with general lighting. They operate with PL-C compact fluorescent lamps which help reduce running costs.

Accent lighting can be made by installing halogen spots, like MASTERline ES. This solution can enlarge the space visually if installed along the walls in a downlighting position.

In the pool, ColorSplash floodlights can create special effects underwater. It can provide vibrant colour changing light for use in fresh and saltwater locations of up to 3m deep.



Park Hyatt Dubai | Lighting design: Stephen Gough | Photo: Lumasense



The type of lighting depends on the required function and where it is used. At the dinner table guests should feel a sense of privacy while enjoying their meal, have enough light to read the menu and to also be able to see each other as naturally as possible with their faces generating natural, soft shadows. Light should be used to highlight the buffet area as a

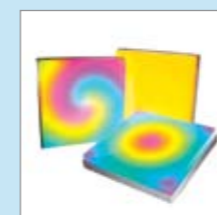
focal point of a restaurant and accentuate the natural colours of the food. Restaurant employees need to have functional and efficient lighting to work behind the bar. The restaurant itself should create the right atmosphere by appropriately using colour lighting effects and illuminating special features such as paintings, architectural features, etc.

Create atmosphere

Restaurants should create an image of cleanliness and the dishes should be clearly presented with the help of light. They should offer a stimulating and refreshing atmosphere at breakfast times to provide a mood of freshness and a relaxing ambience in the evening. The overall atmosphere of the restaurant should be in keeping with the building's architectural style. Bars should be places where guests can socialise informally.



iColor Cove



iColor Tile



LivingColours



Imageo



MASTER Classic Candle



Softone ESaver

Stylish restaurant and bar lighting




Creative lighting is essential in restaurants and bars. LED based luminaires are currently available for creating amazing effects and experiences. To elevate the bar visually from the ground and give a "suspended in the air" illusion, just install iColor Cove at the foot of the bar. These luminaires create continuous wall-washing effects. iColor Tiles behave as dynamically colour changing wall panels, which are extremely eye-catching.




Upgrading candles




The warm, romantic elegance created by candlelight is hard to beat. But with candles the danger of an open flame is ever present and their usage is often limited in windy outdoor locations. With Imageo Candle Light, you can have the glow and gentle flicker associated with candles, but none of its dangers. It looks identical to a conventional frosted glass candleholder with a candle inside. One charge can last approximately 20 hours. Other ways of upgrading candles in wall-mounted luminaires is by using MASTER Classic halogen and Softone compact fluorescent candle-shaped lamps which save energy and also enhance space with their stylish look.




Upgrade your light





You can easily reach substantial savings on your electricity bill by upgrading your lamps to the latest technology. Quality of lighting solution can also easily be enhanced by a simple lamp replacement.




	Incandescent A55	MASTER PL-E		Benefits • 15 times longer lifetime • 80% energy saving	
	1000 hours	15000 hours			
	25W	5W			
	40W	8W			
	60W	11W			
75W	15W				
100W	20W				





	Incandescent A55	MASTER PL-E Dimm		Benefits • 15 times longer lifetime • 80% energy saving • Dimmable	
	1000 hours	15000 hours			
100W	20W				




	Incandescent A55	PL-E Ambiance		Benefits • 12 times longer lifetime • 80% energy saving	
	1000 hours	12000 hours			
	40W	9W			
	60W	12W			
75W	16W				
100W	20W				




	Incandescent A55	Softone ES		Benefits • 8 times longer lifetime • 80% energy saving	
	1000 hours	8000 hours			
	25W	5W			
	40W	8W			
	60W	12W			
	75W	16W			
100W	20W				




	Incandescent A55	MASTER Classic		Benefits • 3 times longer lifetime • 50% energy saving • Sparkling crisp light • Dimmable • Beautiful design	 
	1000 hours	3000 hours			
	40W	20W			
60W	30W				




	Incandescent Candle	Softone ESaver Candle		Benefits • 8 times longer lifetime • 80% energy saving	
	1000 hours	8000 hours			
	25W	5W			
	40W	8W			
60W	12W				




	Incandescent Candle	MASTER Classic candle		Benefits • 3 times longer lifetime • 50% energy saving • Sparkling crisp light • Dimmable • Beautiful design	 
	1000 hours	3000 hours			
40W	20W				

	Incandescent Candle	Tornado		Benefits • 8 times longer lifetime • 80% energy saving	
	1000 hours	8000 hours			
	25W	5W			
	40W	8W			
60W	12W				

	Incandescent Lustre	Softone ESaver Lustre		Benefits • 8 times longer lifetime • 80% energy saving	
	1000 hours	8000 hours			
	40W E14	8W E14			
	40W E27	8W E27			

	Incandescent Reflector	MASTER PAR20E		Benefits • 5 times longer lifetime • 60% energy saving	
	1000 hours	5000 hours			
50W	20W				

	Standard dichroic	MASTERline ES		Benefits • 2,5 times longer lifetime • 40% energy saving • 40% less heat	
	2000 hours	5000 hours			
	35W	20W			
	50W	30W			



	Standard dichroic	AccentLED		Benefits • 17,5 times longer lifetime • up to 80% energy saving	
	2000 hours	35000 hours			
	20W	4W			

LED technology

	Twistline Alu	AccentLED		Benefits • 16 times longer lifetime • up to 80% energy saving	
	2000 hours	35000 hours			
	20W	4W			

LED technology

	Twistline Alu	Twistline Alu		Benefits • 1,5 times longer lifetime	
	2000 hours	3000 hours			
	50W	50W			

	Aluline III	MASTERline III		Benefits • 1,2 times longer lifetime • 40% energy saving • 40% less heat	
	3000 hours	4000 hours			
	50W	30W			
	75W	45W			
100W	60W				

TV solutions - make the difference

It's vitally important for you to differentiate yourself from all the other hotels out there. You want to be distinctive, and to give your guests a memorable experience so they come back and recommend you to others

We can help you achieve that. Not just because we are an established and recognized supplier of special hospitality TVs, or because our sets - many of them HD-ready - offer outstanding picture and sound quality. But because we know what it takes to be different.

Worldwide service

To name just one example, we are the only TV manufacturer with a dedicated

organization for serving the global hospitality market. This means excellent levels of service in Europe, Asia and North America.

Support solutions for connectivity

A whole team of specialists whose role it is to guarantee conformity with regional requirements. And the perfect platform for developing interactive entertainment solutions with system integrators. No-

one else offers the same level of commitment. Single source for large displays and lighting as well. You can also benefit from more than just TVs. Our large displays are used throughout communal areas in hotels for information display and entertainment, while our lighting is especially popular because it combines excellent light quality with low energy use. Philips really can help you make the difference.

Meeting the needs of your guests



Personalization

To serve today's guest, greater convenience and a more personalized service are important. We can help this by providing TVs that can accommodate interactive services such as video-on-demand, Internet access and room service.

There is a growing demand for larger screens, which people have at home and want to see when they travel as well. Our larger sets can show HD (high-definition) content, whose extra sharpness and brilliance allows viewers to sit closer to the TV; an important consideration

in smaller rooms. Meanwhile our Ambilight sets take TV viewing to a whole new level, with the 42-inch Ambilight offering full HD.

With increasing numbers of people carrying digital devices for entertainment and work, our hospitality sets support interconnectivity. The Ambilight TVs have a USB facility so you can listen to music from a portable source through the loudspeakers, or look at pictures from a digital camera on-screen.

Comfort, enjoyment & convenience



Advanced features

A TV menu lock means that only authorized viewers can program the set. The volume does not go above a certain level, thus ensuring the comfort of guests in other rooms. Our system-ready TVs allow you to bring a whole new world of interactivity to your guests. You can do this for individual TVs or create a network throughout your premises which provides many different entertainment and information channels.

Smart remotes better for your guests

The remote control is the guest's gateway to all services available on the TV. It should therefore be simple and intuitive to use, and not require any complicated instruction manual. Our special hospitality remotes have dedicated buttons for radio, information and turning the built-in TV alarm on or off. The main function keys are distinctive and also illuminated for use in the dark through the loudspeakers, or look at pictures from a digital camera on-screen.

A responsible choice



Best total cost of ownership

First and foremost, our Hospitality TVs are characterized by their low energy usage and, consequently, reduced cost of ownership over their lifetime. With SmartPower the backlighting intensity can be altered on the TV, reducing power consumption by up to 50%. A special energy saving program allows the TV to be switched off automatically when not in use. This not only conserves energy but also helps extend the product's life

The emphasis on sustainability is reflected by our current leading position in the leisure goods sector of the Dow

Jones Sustainability Index. All our hospitality TVs are completely lead-free, and we have ongoing initiatives to minimize the environmental impact of aspects such as packaging and recycling.

Two of the models in our hospitality range are based on designated Philips Green Flagship products. They have received this accolade because they offer substantially better performance than their closest commercial competitors in terms of energy-saving.

More information:

www.philips.com

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