

# Emirates Palace Hotel, Abu Dhabi

## 22nd century display technology

*“Barco offered the Emirate Palace Hotel the perfect solution for its complex and high-standard visualization needs. Durable projectors with pristine image quality, easy to control and maintain over our high-speed network. As a world leading hotel, we could not settle for less than the very best.”*

Martin Coeshott  
IT Director of the Emirates Palace Hotel



The seven-star Emirates Palace Hotel in Abu Dhabi is an impressive architectural achievement. At a crossroads between Arabic tradition and avant-garde futurism, it features 302 luxury rooms and 92 suites, equipped with what it asserts is “22nd century technology”. The hotel houses conference facilities where important clients stage international conferences and product launches, and its main auditorium accommodate up to 1,200 people.

To make good on its claims to its guests, the Emirates Palace had to look for the right technology to convey the feeling that one had truly arrived in the 22nd century. At the same time, the hotel had to find a practical solution for the daunting task of maintaining dozens of projectors in all its VIP meeting rooms.

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## Network-centric technology in advanced meeting rooms

AV integrators contracted by the hotel chose Barco to provide a solution, on basis of its reputation as a developer of user-friendly, durable and state-of-the-art solutions. For the Emirate Palace's conference rooms, 30 network-centric iQ Pro projectors were installed. This compact LCD projector has the following features and abilities:

### Connectivity

- Complete integration into the existing AV/IT-network
- Remote diagnostics, automated start-up and shutdown and tech support for the entire projector fleet

### Simplicity

- A built-in, user-friendly Windows XP interface
- Easy, wireless control with mouse and keyboard
- Presentation file storage on the iQ Pro's hard disk

### Flexibility

- Immediate, networked update and distribution of data and video files
- Multiple source windows on screen, in any configuration

## High-brightness solutions for bright ballrooms

For the hotel's lavish ballroom, that provides room for up to 2,800 people, the hotel was looking for projectors with powerful light outputs that could function optimally in a bright environment, either together, or separately, as the ballroom could be divided into three parts. For this, three of Barco's high-brightness SLM R10 projectors were chosen. The 3-chip DLP™ SLM projectors have gained a reliable reputation for their stability, durability and light output of up to 10,000 ANSI lumens. What's more, when the room is expanded to its full size, the projectors can together generate one seamless image, thanks to their flawless edge blending technology.

## A reduced total cost of ownership with Barco

The price of a projector is more than just its purchase. Its total cost of ownership adds the money, time and energy spent on maintenance, tech support and parts replacement to the equation. Barco's solutions commit themselves to reduce this total cost of ownership greatly.

The network-centric **iQ Pro** projector came with the following benefits for the Emirates Palace Hotel that reduced its total cost of ownership:

- The iQ Pro's built-in server eliminates the need to buy, configure and maintain external workstations for each conference room, saving money, time and space
- The iQ Pro's easy mouse and keyboard operation through Windows XP eliminate the need to buy expensive peripherals or learn exotic software protocols
- The iQ Pro's full network integration possibilities enable remote maintenance and tech support, greatly reducing the staff's workload

The high-brightness **SLM R10** projector came with the following benefits for the Emirates Palace Hotel that reduced its total cost of ownership:

- Its sealed engine prevents dust from entering, resulting in uncompromised image quality and less time spent on routine maintenance
- Its small footprint allows it to be installed inconspicuously, and integrated into the design of the room without extra costs
- Its ability to provide one seamless image in multiples eliminates the need to invest in additional projectors or projection systems

## Similar references

- European Parliament in Brussels, Belgium and in Strasbourg, France
- International Economic Forum in Saint Petersburg, Russia
- Dubai International Convention Centre, United Arab Emirates

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