



Next-Gen Entertainment

Revolutionizing In-Room
Experience with
MiFi Screen-Casting

Case Study



The innovative approach to personalised guest experience with Microsense Mi-Fi

Luxury hotels are renowned for their top-notch customer service, extravagant amenities, and happy guests.

The move towards tailor-made in-room experiences is more than just a passing trend. Companies now recognize the worth of technology that lets them customize content, fostering trust and loyalty with their cherished guests.



Obstacles to Opportunities - Tackling Barriers and Roadblocks

Understanding In-Room Experience Challenges of The World's Largest Luxury Chain of Hotels, in India

Ensuring an exceptional in-room experience is pivotal for guest satisfaction in large luxury hotels today. This involves high-end services, amenities, and technologies that amplify guest comfort. For our esteemed client, challenges like seamless tech integration, user-friendly design, maintenance, data security, and privacy were essential to address.

Our client, which is the India team of the World's Largest Luxury Hotel Chain, expressed their challenge that guests faced difficulty securely streaming their preferred OTT content on in-room TVs. It was evident that guests increasingly favored the convenience of enjoying their favorite shows and movies through OTT platforms.



Crafting Success - The Microsense Roadmap to Implementation

Elevating Luxury by transforming in-room experience in India's Largest Luxury Hotel with Microsense Solutions

Our solutions for our client were aimed at elevating guest experience by seamlessly integrating secure casting with a wide range of entertainment choices while also prioritizing guest privacy and convenience.

We enabled this in a phased manner to ensure that the design is intuitive and user-friendly for the guests. The intent for in-room technologies was essentially to prevent confusion and frustration while ensuring that guests of all tech-savviness levels can easily navigate and use the features.

We reinvented a simpler process and implemented seamless connectivity for our esteemed client.

01

Secure Casting Initiation -

Hotel guests initiate secure casting by scanning a unique QR code displayed on their room TV using their mobile devices. This seamless process establishes a secure connection between the guest's mobile and the in-room TV.

02

Exclusive Pairing Protocol -

Through this innovative pairing method, the guest's mobile device is securely linked only to their designated room TV. This ensures privacy and prevents unauthorized access, enhancing the guest's in-room entertainment experience.

03

OTT App Accessibility -

Once paired, guests gain access to popular OTT apps such as Netflix, Youtube, Prime Video, Hotstar, and SonyLIV directly on their room TV. This comprehensive selection of apps offers guests diverse entertainment options for a personalized stay.

04

Seamless Checkout Transition -

Upon checkout, the guest's mobile device is automatically unpaired from the room TV. This smooth transition guarantees that guest privacy and security are upheld, erasing any concerns about lingering access after departure.



For users who wanted to access Netflix we ensured that the screen cast supports Google Chromecast 3rd Generation

Integrated Netflix App Access

Guests access the Netflix app directly on the TV; however, a sign-in window appears upon app launch.

Streamlined Authentication Options

Guests choose between QR code scan or manual entry of credentials to access Netflix's vast collection of movies and videos.

Automated Checkout Data Clearance

Upon checkout, the system automatically removes guest credentials and erases watched history, safeguarding their privacy.

Manual Data Clearance Option

For added control, guests have the choice to manually clear credentials and watched history by accessing the designated menu.



Changing the Landscape - Quantifying the Positive Impact

The guest-centric approach adopted by the largest luxury hotel chain in India, powered by Mi-Fi casting solution.

By offering an all-encompassing solution that enhances entertainment, simplifies interaction, and provides valuable services, we transformed the overall guest experience for our esteemed client and their guests.

Our unique proposition assured a holistic integration of diverse channel sources, seamless PMS interface, interactive messaging, and a host of value-added services, setting us apart in the hospitality technology landscape.

Enhanced Entertainment Access

Our solution successfully provided a seamless and hassle-free experience to hotel guests, allowing them to effortlessly watch OTT content on the TV.

With a single remote, guests could conveniently control the TV, eliminating the need for multiple remotes for various devices like TV, DTH/Set Top Box, and Google TV. This streamlined approach simplified the in-room entertainment process, enhancing guest convenience and reducing confusion.





Unified TV Channel Management

We catered to the diverse needs of the hospitality sector by successfully implementing a unified solution for TV channel feed management.

Our system seamlessly integrated various TV channel sources including IPTV, Digital TV, DTH, and cable TV set-top boxes. This ensured that guests could access a wide range of channels without the inconvenience of switching between different sources, significantly enhancing their TV viewing experience.

Connected Guest Interaction

Our solution extended beyond entertainment by successfully offering a connected and interactive guest experience. Through seamless integration with the Property Management System (PMS), guests received personalized greet messages and easy access to their bills.

The messaging feature allowed hotels to communicate with individual guests, groups of rooms, or the entire guest population, greatly enhancing communication efficiency.

Value-Added Services and Information

Distinguishing ourselves from others, our solution successfully provided a range of value-added services that elevated guest satisfaction.

Guests could access various information including real-time airport flight departures and arrivals, place orders for in-room dining, and book facilities such as the spa, fitness centre, salon, and swimming pool. This comprehensive approach enriched the stays, making the guests not only comfortable but also convenient and easy.

Transforming Possibilities with Microsense Casting Solution

One time check-in

Simplified pairing

With our user-friendly interface, guests can securely log in and pair their devices using a single QR code. When their stay is over, we automatically log out their information from the TV, ensuring a safe and smooth experience.

Smart luxury at its finest

Effortless streaming

Guest can experience the utmost ease for casting their favourite content and access across 10,000+ apps without a hitch.

Comfort just got better

Interactive amenity search

From the TV, guests can now access dining options, hotel amenities, spa services, fitness facilities, and more making their stay even more memorable.

A personal touch

Personalised and seamless

Through seamless integration with the hotel's central PMS, guests received personalised welcome messages, loyalty benefits, breakfast timings, tourist spots, flight times, and much more. The hotel's care embraced guests throughout their stay, creating unforgettable experiences.

One remote for all

Ultimate convenience for guests where they can access all the TV and OTT channels, explore hotel amenities, and even stream their own personalized content with just one remote.

Personalise and broadcast in real-time

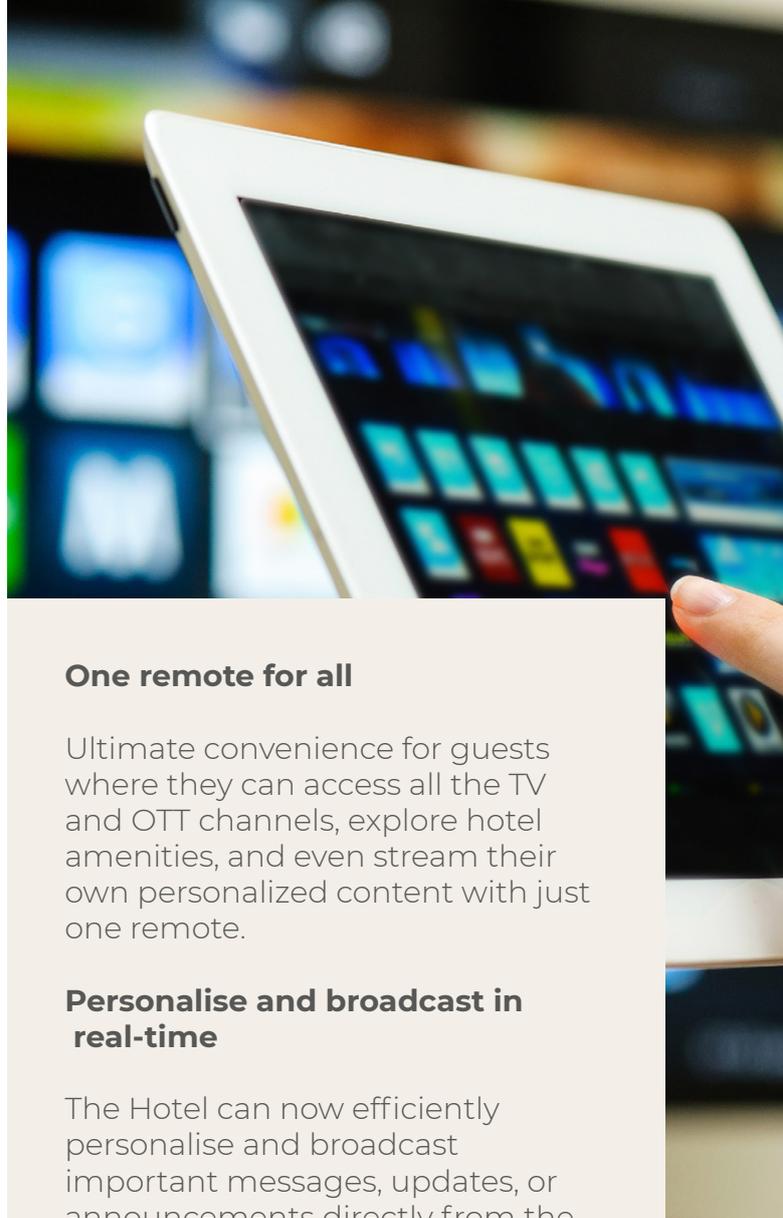
The Hotel can now efficiently personalise and broadcast important messages, updates, or announcements directly from the front-desk to every room.

PMS integration

Integrated PMS allows guests to access essential information right from the TV. Hotel amenities, services, in-room dining options, bills, and every aspect of their stay was within reach.

Value-add services

Display value-added information to guests like airport schedules, famous tourist attractions, and much personalised content directly on the TV.



Conclusion

India's trusted partner

- 60K+ Powering 60K+ rooms across India
- 1Bn+ Connecting 1Bn+ minutes per month
- 2500+ Enabling 2500+ clientele with seamless connectivity

Create a guest-centric experience for your luxury hotel.

You take care of comfort.
We take care of connectivity.

