



## Case Study

# West Hollywood Rock Hotel Part 1

The hospitality industry requires cutting-edge AV systems and impressive video walls to give their guests a delightful experience, and this is even more true for luxury hotels. An iconic rock hotel in west Hollywood was built in the 1960's and lacked technology updates, leaving them with dated audio and video systems with poor quality. As this hotel hosted elite guests, they wanted technology improvements to engage their customers more.

The hotel's owner had brought in Profound Technologies to redo his whole home with a Crestron system, and through his experience with Profound and his own home technology he was inspired to have this same work done for the hotel. "I saw how the team at Profound transformed my experience at home with this technology," he says. "And I knew I needed that same wow factor as the hotel evolves with the times."

This goal of updating the hotel with the industry's top technology was not a simple task. Not only did they want a better sound system in their bar and courtyard, but they wanted to turn their villas into miniature smart homes. As the first hotel in the country to offer suites, their

luxurious villas are even larger and more high-end. Profound's Account Executive Bradd Fisher worked on this project and was impressed with the vision for these regal suites. "While the villas were spectacular, their technology was outdated and difficult to use. We wanted to provide a better all-around system that is easy to control, updated for today's technology, and allows the guests to interact with the hotel in a more meaningful way."

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Bradd was eager to get started on this high-end project for the hospitality industry.

"We have a lot of experience with hotels like Hilton and Hyatt, from digital signage, audio and video distribution, conference rooms, meeting and event spaces, and even incorporating our luxury home automation systems. Although our work for this hotel would be unique, it speaks to Profound's extensive capabilities in design and our ability to customize what the hotel wants to accomplish, in this case delivering a better experience for their guests that makes them feel right at home."

In the first phase of the project, Profound Technologies completed the Presidential Villa. This 4,000 square foot house was split on two levels and was normally rented out by big celebrities for weeks at a time. With the new Crestron system and home theater, they provided a screening room for movies



as one of the features of this luxury suite.

Another completed project with the hotel was the new sound system for the bar. Now performers can just plug into the system and bar managers can easily handle the audio and volume. "We were ecstatic about this new system and the transformed bar experience!" The owner exclaims. "Our first event with the new technology was with a famous piano player and it went off without a hitch. We were able to have the Profound team on hand to not only make sure everything sounded good, but to enjoy the show as well!"

Bradd was also impressed with the project: both by the iconic hotel and the abilities of his team! "It was such a cool experience to help this legendary hotel meet their technology goals and to enjoy the place in the process! I am proud of how our team handled this job. A lot of AV companies out there can do installs and make hardware work, but having the user interact with it in an easy and simple way is the real challenge. You need talented programmers and graphic designers to make it all work together in a nice, easy to use interface. And we were able to offer that experience to this elite hotel."

Profound Technologies' work with this hotel is far from over. "We are very excited for Profound to continue to bring my high-tech vision for the hotel to life," The owner says. "We have a couple of conference rooms to redo as well as audio and lighting for our courtyard. Not to mention a media center system in all of our villas to maximize the guest experience!"

Through ongoing projects, future plans, and a continual consulting relationship, Profound Technologies provides management and the rest of the hotel staff with the ease of use, peace of mind, and luxury technology they deserve.