

QC Terme enhances guests' experiences with Toshiba business displays

QC Terme is an Italian spas and resorts chain incorporating nine spas and four hotels. Every year it welcomes more than 900.000 people for relaxing breaks in Bormio, Pré Saint Didier, Milan, Turin, Mont Blanc, Rome, San Pellegrino and Dolomites. When QC Terme sought digital signage to guide guests through its beautiful centres and promote its offers, Toshiba was delighted to supply the perfect solution.

Requirements

People who go to wellness resorts are looking for tranquillity and beauty; somewhere to restore their spirits. To meet their clients' needs, spas and hotels must ensure they provide clear information about their facilities. Not only this: the technology used to convey marketing messages should be visually appealing yet inobtrusive.

The marketing team of QC Terme explained the process involved in sourcing new digital signage. "We were looking for smart design, high quality and a high-resolution picture quality for our emotion-led images and videos," they said. "For those reasons we chose Toshiba to supply us with display screens. As well as the brand's reputation for economic power consumption and reliability in technology, we were aware of the strong sense of customer support that Toshiba offers."

Toshiba takes pride in designing good-looking display equipment that fulfils the complex needs of any organisation and remains robust in any environment. For a resorts chain such as QC Terme we knew that picture clarity and unwavering reliability would be of paramount importance – and so we were pleased to advise on the most suitable displays from our professional range.

Full-HD displays from the Toshiba TD-E2 series can now be found in the receptions, thermal areas and bistros of each of QC Terme's spas and resorts. Since installation the TD-E2 screens have been delivering impactful signage and hidden built-in playback of QC Terme's content for up to 16 hours a day.

As well as one TD-E432, three TD-E502 and four TD-E652 displays, QC Terme has 17 of Toshiba's 55-inch TD-E552 displays to enhance its clients' experience. Backlit LED screens, impressive 450 cd/m² brightness and a 178-degree viewing angle on each display ensures guests will have no trouble seeing QC Terme's content, even in the most beautifully sun-filled room.

A happy partnership

"We were only too pleased to listen to the needs of marketing team at QC Terme and then deliver a range of business displays to suit the company and the high expectations of its clients," said Go Inoue, Vice President for Visual Solutions Business at Toshiba Europe GmbH. "From day one this has been a straightforward and mutually satisfying partnership, and we look forward to working with QC Terme again."

The QC Terme Marketing team said: "We are very glad about this partnership between QC Terme and Toshiba. Already the screens are making an impact: they are an eye-catching way to share our campaigns and content. We have many innovative projects planned, as well as events, and we think Toshiba will be an important partner for the future."