

Case Study: HMSHost 1897 Market

Samsung Displays Power Engaging, World-Class Culinary Experience for Airport Travelers



Overview

Customer Need

HMSHost's 1897 Market, a massive multi-format restaurant, bar, and shopping venue in the Charlotte Douglas International Airport, needed to grab the attention of distracted, on-the-go travelers with a dramatic video wall. Once engaged, the venue also needed to provide a quick and easy way for travelers to explore the variety of dining and shopping options with interactive wayfinding and digital menu boards.

Samsung Solution

HMSHost chose a variety of Samsung Smart Signage displays for the video wall, digital menu boards, and interactive wayfinding kiosks. A large video wall showcases mouth-watering food imagery that attracts travelers. Interactive display kiosks with maps and menus help customers navigate 1897 Market's layout and dining options. And digital menu boards at the quick-serve restaurant enable customers to quickly make menu item selections with ease.

Results

Samsung displays are helping 1897 Market deliver a world-class dining and shopping experience. The large video wall has increased brand awareness and foot traffic into the venue. Customers have noted that the Samsung interactive touch-screen kiosks make it easy to explore the options and decide where they want to go. And the digital menu boards in the quick-service restaurant area are easier to view compared to printed menu boards.

SAMSUNG



1897 Market is an exclusive restaurant brand of global restaurateur HMSHost, leader in dining in travel venues with 2,000+ locations in airports and motorways. Named for the year HMSHost was founded, 1897 Market was developed through a partnership with celebrity chef Todd English.

The 9,000 square-foot venue includes a quick-service restaurant, a full-service restaurant, a bar and lounge, a gourmet food shop, and a grab-'n'-go food vending area. It is a single venue where harried airport travelers can enjoy dining on gourmet food, shop for epicurean delights, pick up tasty snacks for the flight, and relax with a drink before boarding the plane.

The innovative restaurant concept and design has won awards from *Airport Revenue News* and Airports Council International - North America.

The Customer Need: Elevate the Customer Experience

Located in the busy Charlotte Douglas International Airport, 1897 Market gets high foot traffic every day. But despite its location, the establishment struggled with driving that foot traffic through its doors.

"We are a new restaurant and shopping concept so we needed to break through all the distractions that busy travelers encounter at an airport and get them to check us out," explains Doug Draper, Senior Director of Adult Beverage and Restaurant Development at HMSHost. "We needed a video wall at the entrance that could boost visibility with enticing images and videos of our foods and drinks."

1897 Market's large size and variety of dining and shopping options also created a wayfinding challenge. "Most airport restaurants are less than 2,000 square-feet whereas 1897 Market is about 9,000 square feet," says Draper. "The sheer size and variety of options could

overwhelm a visitor so we needed interactive touch-screen displays at the three entrances that would make wayfinding and menu viewing quick and easy."

But delivering an interactive experience was a challenge. "The network connectivity was slow and there was no space for media controller storage," says Marc Rosenberg, CEO of OSM Solutions, a Samsung partner that designed and implemented the entire digital displays infrastructure.

At the quick-service restaurant in 1897 Market, customers need to be able to view menu items clearly and place orders efficiently. "1897 Market had tried static printed menu boards, but they were not as easy to see as digital menu boards and changing daypart menus from breakfast to lunch to dinner was a hassle," says Rosenberg.

The Samsung Solution: Interactive, Smart Signage

HMSHost worked closely with OSM Solutions to deploy a variety of Samsung displays with embedded Smart Signage Platform media players to create an engaging restaurant experience for travelers.

At the main entrance, a large 2x1 video wall with Samsung 55" UD Series displays provides stunning food imagery and visuals to grab the attention of busy and distracted travelers. The displays have a bright 700 nits rating for various ambient light conditions.

"The requirements for the video wall were challenging because they had to be installed on a brick wall that had limited depth and no space for separate scalers or distribution boxes," says Rosenberg. "And since the video wall would be in a 24x7 public walkway, we needed a seamless look and no exposed hardware."

According to Rosenberg, the Samsung UD Series displays were perfect for the video wall. "Their depth is less than four inches and they have ultra-narrow bezels for a totally seamless look and easy installation," explains Rosenberg. The UD Series displays are also factory-calibrated for brightness and color for uniformity across the video wall.

At each of the three entrances, a 40" Samsung DM Series Smart Signage display with a touch overlay is mounted on a rolling cart or wall. "The Samsung touchscreens enable visitors to quickly understand food and drink options so they are not intimidated by the size of our marketplace and walk right in," says Draper.

The interactive displays enable customers to see where they are in comparison to the entire venue, show them an interactive map of the market, and display menus of the quick-service, full-service, and bar areas.

At the quick-service restaurant, static menu boards were replaced with Samsung 48" digital menu boards. The displays are ceiling-mounted and feature breakfast items during the morning hours and automatically switch to lunch and dinner items at the appropriate times. The displays have a 450 nits brightness enabling customers to make quick decisions while waiting in line.

All of the Samsung displays are managed with OSM Solutions' content management software, Menuboard Manager®, which is integrated with the Samsung Smart Signage Platform. "It is really easy for the 1897 Market staff to manage the digital menu boards and video walls," says Rosenberg.

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The Results:

Higher Engagement Captures Visitors and Awards

The Samsung Smart Signage displays have provided a more engaging experience for customers that also drive 1897 Market's business objectives. The stunning video wall creates brand awareness and attracts traveler attention to the venue. The interactive displays provide customers with easy access to venue maps and menu options.

The impact of the touchscreen displays was apparent immediately, from the moment installers started to work. "During the installation, people were actually coming up and trying to use the touchscreens before the install was even complete," says Rosenberg.

"That was a great early sign of the engagement the Samsung displays would drive."

"We have definitely seen an increase in foot traffic with the Samsung video wall and the interactive displays at the entrances," says Draper. "A larger number of people are stopping, taking notice and entering the market. That initial engagement is much higher."

The design of 1897 Market has also captured national attention, winning the 2016 Best New Food & Beverage Concept award from *Airport Revenue News*, and the 2016 Excellence in Airport Concessions for Best New

Food and Beverage Full-Service Concept award by Airports Council International -- North America.

HMSHost is extremely pleased with the extensive support that Samsung provided before, during, and after the implementation. "Our goal was to create a distinctive gourmet marketplace that would engage and delight customers in new ways," says Draper. "The Samsung displays helped us meet our goals while helping customers curate their own experiences. Our partnership with Samsung has helped us meet and exceed those goals."



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