

## Luxe Viewing: Sharp TVs Enhance InterContinental Hotel



Diagonal) hospitality grade, AQUOS® high-definition LCD TV. The SuiteLinq **SuiteCast™** service delivers dozens of free broadcast and cable TV channels and the **SuiteVOD™** service offers on-demand access to the latest movies and entertainment content.

The television and service combine to provide one of the best video entertainment options available. Not only does the television deliver a superlative picture, but the thin, sleek design of the LC-37HT3U is attractive and blends beautifully with the décor.

The result is a comfortable and state-of-the-art guest experience. Through a superb in-room guest experience, the InterContinental O'Hare differentiates itself from the competition, builds the IC brand name and enhances the very important guest *intent to return* metric.

### The Sharp HT3 Series

Sharp's space-saving LCD TVs include state-of-the-art features such as true 16:9 aspect ratio, HDTV resolution of 1366 x 768 and breathtaking color purity.

All Sharp HT3 models incorporate LodgeNet®, OnCommand®, NXTV, SeaChange and nStream pay-per-view interfaces for in-room entertainment. They also have integrated Pro:Idiom™ technology for encrypted high-definition content, a digital rights management (DRM) system developed specifically for the hospitality industry. [www.sharppusa.com/hospitality](http://www.sharppusa.com/hospitality)

**T**he newly opened InterContinental Chicago O'Hare is the first luxury hotel built in the Chicago suburbs. The public spaces and sleeping rooms feature a very artistic design, creating a truly relaxing environment. From the ballroom light fixtures in the shape of rosettes, to a full exhibit displaying the works of Chicago's emerging artists, every detail has been considered.

When selecting televisions that would match with the aesthetics of the guest room, the options available within Sharp's product line were the clear choice. The television continues to be the most utilized in-room feature and one that must meet the high standards of IC's clientele. Today, consumers are accustomed to high quality home entertainment systems in their homes with access to hundreds of channels including Video-On-Demand offerings, all viewed on a large-screen HDTV. Intercontinental set out to create an in-room video experience as good as or better than those commonly found in homes.

IC contracted with Sharp Electronics Corporation and SuiteLinq, Inc. to deploy an integrated digital video solution in all guest rooms at the property. The Sharp® television found in IC guest rooms is an LC-37HT3U 37" Class (37"