

## Le Méridien Etoile Paris

- General Manager** - Jean-Luc Cousty
- Services** - Music and Movies-on demand, TV Internet
- LCD Screens** - 32" and 37" flat screen displays from Philips
- Network** - Cat 5
- Number of rooms** - 1025
- Guest Mix** - 79% Business, 21% leisure
- Guest profile** - 55% Europe, 13% UK, 13% USA, 8% Asia, 11% Middle East & Africa



Located in the heart of Paris in the city's conference district, all 1025 guest rooms in Le Méridien Etoile, part of the Starwood Hotels and Resorts group, are equipped with Genesis, Quadriga's leading entertainment and internet solution.

With a wide range of guest tastes and requirements to satisfy, it was vital for Le Méridien Etoile to find a flexible in-room entertainment solution.

Jean-Luc Cousty, Deputy General Manager comments, "*Genesis enabled us to select the content package to meet the requirements of our different guest profiles, with a vast selection of movies for guests to choose from, available in a wide range of languages. In addition to enjoying movies in their own language, guests also benefit from being able to navigate the system menu in their own language. With such a varied guest profile, this capability was highly attractive to Le Méridien Etoile.*"

Genesis is installed in every room, with a flat screen LCD display from Philips. This allows guests to enjoy access to movies and music on-demand, featuring the very latest Hollywood releases and Blockbusters, as well as access to the Internet from the TV. This is ideal for both business and leisure guests travelling without a laptop computer, enabling them to access local information and specific internet content, for example for kids.

Le Méridien Etoile represents the largest single installation to date for Quadriga and according to Jean-Luc Cousty, Genesis is meeting all expectations - "*Our objective is to increase guest satisfaction whilst improving our in-room revenues and we are confident we can achieve this with the Genesis solution provided by Quadriga.*"