



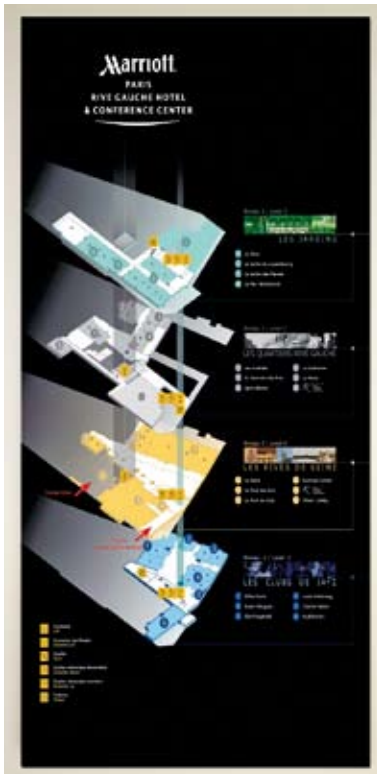
## Paris Marriott Rive Gauche Conference Center

Located in the Latin Quarter of Paris, and associated with the Marriott Hotel of the same name, the Paris Rive Gauche Conference Center offers the largest hotel event space in the city.

As part of a general refurbishment programme, Modulex recently installed an advanced dynamic and static sign system in this uniquely complex 5000m<sup>2</sup> facility.



Modulex dynamic signs from the Ariadne range complement the stylish Parisian interior.



Well thought out schematics, supported by graphic imagery, help users develop their own internal map of the facility.

A discrete and well finished wall mounted screen fits nicely into the décor.

#### Business challenges

With unequalled rates of change, flexible layouts and many first time users, a conference centre is never easy to sign well. But Paris Rive Gauche, very large, laid out over four levels and equipped with an exceptionally flexible partition system, offers a unique challenge to the sign designer.

Furthermore, the project had to be carried out in several stages and the facility stayed open throughout the installation period.

#### Solutions

The new dynamic signs, offering flat screen technology and central control, have found a ready market in the conference sector, which can benefit directly from the flexibility and cost savings which these systems provide. In this case, Modulex has developed a software package which allows the conference centre to integrate fully with the hotel IT systems, and provides an easy interface for the members of staff who manage it. The ideal wayfinding solution was found to be a combination of dynamic and static signs working together, which proved to be both more effective and more economical than a

fully dynamic system. Each floor is provided with a schematic map of the facility and a colour coded graphic system, based on Parisian themes, has been introduced to encourage ease of use and recall.

#### Benefits

This stylish and technologically advanced equipment fits perfectly into the new interiors, effectively supporting the hotel's overall goal of becoming "the best modern hotel in Paris". The digital screens accommodate a wide range of media, offering opportunities for cross-selling other hotel services and facilities, and the capacity to respond to future communication requirements.

Modulex delivered this project on time and on budget, and has since been awarded "preferred vendor" status by Marriott Hotels and Resorts.

Since its implementation, the Modulex sign system has added considerable value for our guests.

The screens can be branded with the client's own company logo, videos and presentations, and a special layout can be provided for each conference guest.

Modulex eased the signage process both for our associates and our guests in a "Business Chic" way.

Solveig Herth

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Paris Marriott Rive Gauche  
Hotel and Conference Center