

# World Cinema Enhances and Future-Proofs Guest Room Entertainment Services For JW Marriott Houston

## Highlights

2014

Established

270

Rooms Available

22

Floors & Amenities including fitness center, indoor/outdoor pool, and a bar and restaurant.

## JW Marriott Houston

Set in the historic Samuel F. Carter skyscraper, the JW Marriott Houston Downtown eloquently carries the rich legacy of the city forward, blending past and present in a dynamic fusion. Technologically advanced guest rooms boast iPads to order room service or summon the valet, 55-inch flat-screen HDTVs with 120 channels and complimentary wireless Internet access. The JW Marriott Houston Downtown takes luxury to a whole new level.

## Executive Summary

Nicholas McDermott, director of operations at JW Marriott Houston, has been using World Cinema Inc. for his hotels' in-room guest entertainment services for the last three years. Previously at The Westin Houston, Memorial City, McDermott had a great experience with World Cinema at the hotel. His decision to select World Cinema at the Westin was based upon the quality of World Cinema's product, the functionality of different features offered and the company's outstanding customer service.

Therefore, when McDermott started at the JW Marriott Houston in October 2017 and the hotel was in the midst of installing World Cinema's STB-5500 Ultra HD Set Top Box with WorldVue® for its in-room guest entertainment, he could not have been happier. He knew that his hotel would be supported by an innovative, future-proof product and exemplary customer service, and that guests would be able to watch content on the in-room television via casting and streaming.

## Business Objectives

1. Provide in-room entertainment services with technology that caters to modern-day hotel guests, who desire access to much more than standard cable TV and pay-for-view movies.
2. Build a partnership with a trusted in-room entertainment provider that offers consistent, timely customer service for both hotel guests and staff.
3. Establish future-proof, in-room entertainment services with top-of-the-line features and functionality today that will also accommodate the innovations in the guest entertainment of tomorrow.

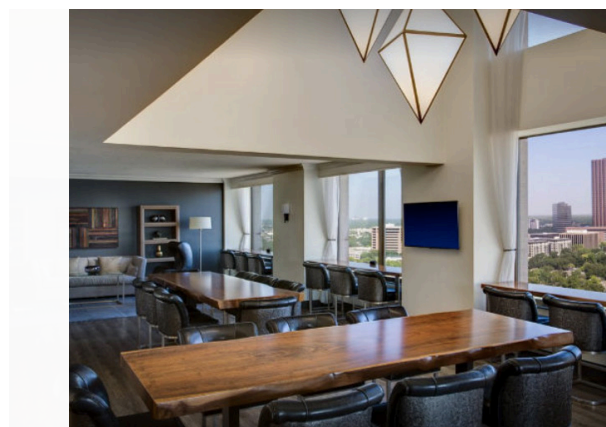
## The Results

1. JW Marriott Houston guests report high levels of satisfaction due, in part, to availability of their personal entertainment apps via the easy-to-use WorldVue platform.
2. Reliable technology powered by a network operation center that is accessible 24/7/365.
3. Confidence the hotel will be able to proactively deliver future entertainment innovations with the STB-5500 box built with HDMI outlets and other future-proofing features.



JW MARRIOTT

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## The Challenges

Guest preferences for in-room entertainment are definitely changing. Guests are looking for versatility and accessibility when it comes to watching their favorite TV shows and listening to music. Not only do they want options, but they want control of those options.

Hotel guests don’t want to watch cable TV anymore – they want access to their Hulu accounts. And younger guests aren’t interested in pay-per-view movies – they crave YouTube videos or want to stream the Netflix show they have been bingeing on at home.

“All our hotel guests now desire the same type of entertainment options they have at their homes. Not only do our guests want to plug in their own devices in the rooms, but they’re also looking to use their own apps and login to their own accounts to watch the shows or movies they want,” McDermott said. “Hotels are not in the business of pay-per-view movies anymore. It’s all about providing the best possible entertainment and catering to what the guest wants.”

Some challenges McDermott faced when vetting in-room entertainment providers were found in the vast differences in customer service, infrastructure and maintenance capabilities, and expandability.



**The Solutions** World Cinema was the in-room entertainment provider that could not only meet but also exceed McDermott’s service and technology expectations. The company’s vast in-room entertainment options, unparalleled customer service, 24/7/365 technical monitoring and support, and future-proof products helped ensure that World Cinema was the provider of choice for McDermott.

A do-it-yourself type of entertainment system is the new norm, the new standard for hotels. Guests don’t have to pay for movies when they can log in to their own accounts and get those same items. World Cinema’s Set Top Box also allows guests to stream their own music off the TV as well.

With WorldVue, JW Marriott Houston guests can easily access apps like Netflix, Hulu, YouTube and Crackle or enjoy additional streaming services from HBO Go, Showtime Anytime, Pandora and Amazon Prime Video.

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Customer service is vitally important, too. World Cinema provides 24/7/365 support driven by a network operation center that monitors each system end-to-end, often identifying any service issues before the hotel is even aware of a problem. The technologically advanced platform enables World Cinema to frequently remediate service issues remotely – in fact, World Cinema is able to handle close to 90 percent of service issues in this manner. If the issue can’t be serviced remotely, World Cinema can tap into its large team of technicians to resolve the problem on-site.

World Cinema’s customer service is only a phone call away, but for McDermott, it’s also a short drive away as well. The World Cinema headquarters are right down the street from JW Marriott Houston, and even though all the technicians can provide service remotely, the proximity is definitely an added benefit.

“While there are definitely some cutting-edge entertainment products out there for the hotel market today, it’s simply not just about a product at the end of the day. The customer service component has to be there, and the vendors have to be running the show,” McDermott said. “The biggest thing you want is the vendor to manage the product. I shouldn’t have to manage the project.”

*"World Cinema is also coming out with an app that will allow me to check the hotel's system at any given time to do a reboot or perform any type of system maintenance, which is just another added layer of customer service," McDermott said.*

The STB-5500 Ultra HD Set Top Box with WorldVue®, the innovative set top box that World Cinema has unveiled in partnership with LG, also delivers other features that could be easily overlooked.

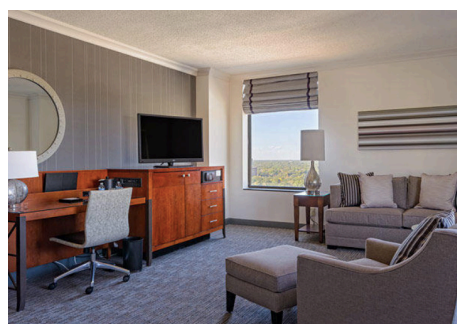
Some of the small-yet-big features of the box include ample HDMI connections and an accompanying light-up, antimicrobial remote control.

"The other in-room entertainment boxes I've looked at over the years are great, but World Cinema's attention to detail in even the smallest things makes a really big difference for guests," McDermott said. "A light-up remote is something so simple, but guests are usually in their beds watching TV with the lights off. I tried other remote controls from the competition while at the Westin and no one else had that type of functionality."

And World Cinema continues to innovate in ways that McDermott is excited about and understands will positively impact his operations.



*"During the Super Bowl in Houston in 2017, I was at a property where one of the teams was staying. World Cinema went out of the way to assist with making sure we had all the channels that were local to the team," McDermott said. "World Cinema went above and beyond to help put specialty items into the TVs when we had high-profile guests."*



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