



NOVOTEL SYDNEY ON DARLING HARBOUR

The Ternary

CLIENT

The 4.5 star hotel, Novotel Sydney on Darling Harbour, is situated in the heart of Sydney. It caters for families on vacation, business clients and locals.

As part of a renovation, Novotel Sydney on Darling Harbour launched a new restaurant, The Ternary, that opened its doors to the public late September 2014.

CHALLENGES

- [1] Needed an attraction point for the newly renovated food and wine bar.

- [2] Wanted a space where guests could engage with each other and encourage them to put their personal devices away.

- [3] Had a desire to enable guests to share digital content in a social way.



“nsquared for us was something to showcase our difference, our modern restaurant.”

DAVID EARBY, MARKETING & E-COMMERCE EXECUTIVE

SOLUTION

To achieve the project goals, a custom software and hardware solution needed to be developed. The solution included two nsquared digitable46's, and software that allowed content browsing, content sharing, and web browsing.

The interface was completely customised to the style guide provided by Novotel Sydney on Darling Harbour. The applications nsquared web and nsquared presenter were used, along with an added feature that allowed guests to plug their phones or USB's and view their own content.

BENEFITS

- [1] Attracts guests to the food and wine bar.

- [2] Fun way for guests to interact with content as they wait for their orders.

- [3] Keeps the conversation going between guests.

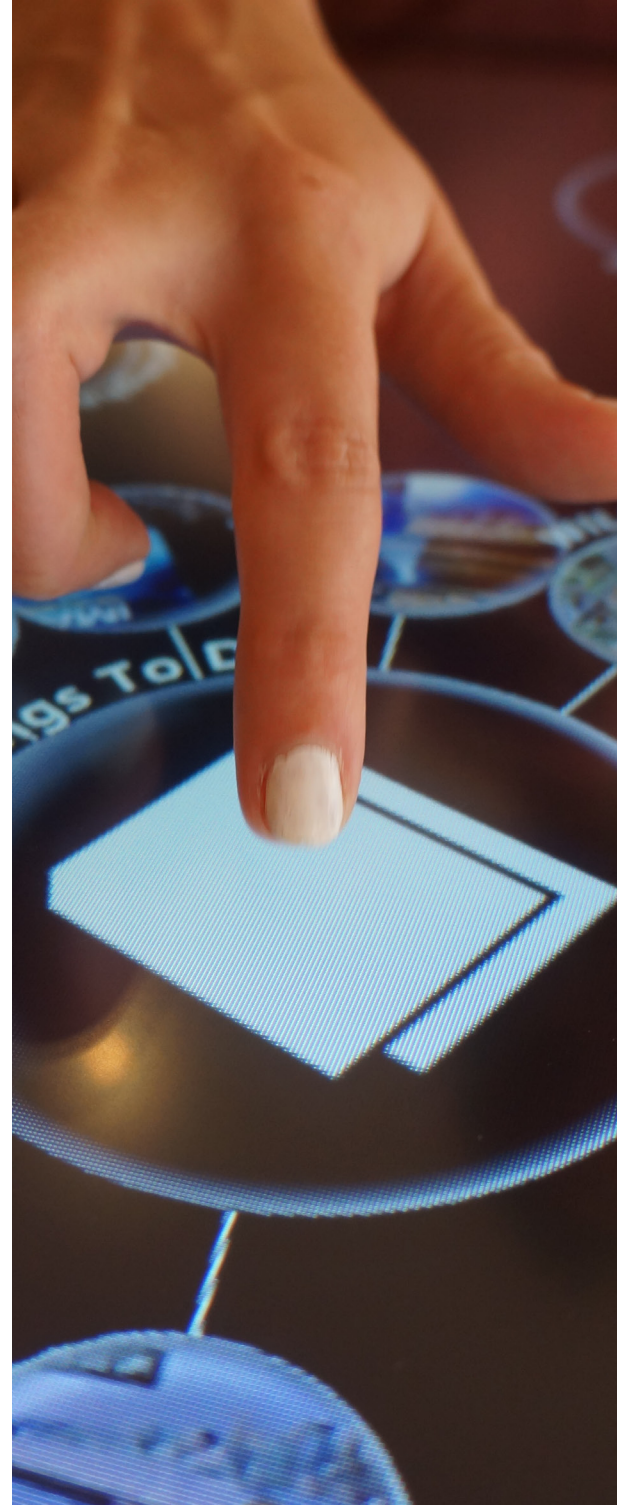
- [4] Encourages guests to put away personal devices.

The Ternary is now open for all guests and the nsquared digital table solution helps keep guests at the bar, interacting and socialising.

nsquared

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nsquared



“Clients talk about how they can use it and how we can put information on the table and promote our partners.”

DAVID EARBY, MARKETING & E-COMMERCE EXECUTIVE

Novotel Sydney on Darling Harbour - The Ternary