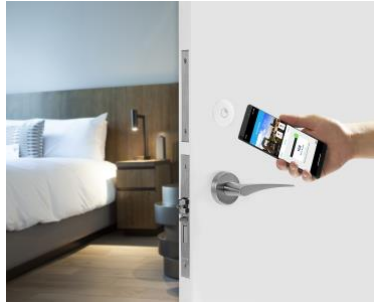


Seminole Hard Rock Hotel & Casino Hollywood, Florida

ASSA ABLOY
Global Solutions



Luxury integrated casino resort implements VingCard Essence door locks at newly constructed Guitar Hotel and VingCard Signature RFID at The Oasis Tower at Seminole Hard Rock Hotel & Casino Hollywood to ensure guest safety and seamless access throughout resort environment.

Customer:

Seminole Hard Rock Hotel & Casino Hollywood, Florida, is a world-renowned integrated resort known for its hospitality and musical entertainment. Featuring an array of amenities to suit any desire or need, the resort is also home to three hotels including the recently built Guitar Hotel.

Challenge:

Seeking to ensure the highest level of safety at the Guitar Hotel and Oasis Tower, Seminole Hard Rock Hotel & Casino Hollywood, Florida, sought out a security access solution that could offer the latest standard in security technology while at the same time ensuring a hassle-free environment for guests. Resort leadership also desired a solution that could blend in seamlessly with each hotel's unique design while also being able to effortlessly adapt as industry needs change.

Solution:

Constructed to resemble back-to-back guitars, the 638-guestroom Guitar Hotel serves as an upscale property featuring a modern luxury environment with mood lighting that is ideally suited towards the minimalistic design of VingCard Essence. A lock solution that encases all electronic components within the door itself leaving only a sleek door handle and RFID/BLE reader visible, VingCard Essence eliminates the unsightly appearance of more traditional door locks and is capable of blending in with, and even accentuating, a hotel's unique style. As a largescale resort boasting multiple hotels on-site, the resort further opted to install VingCard Signature RFID as part of the build-out of the 168-guestroom Oasis Tower. A solution also recognized for its stylish and modern appearance, Signature RFID is designed to be appropriate for both new construction and retrofit projects while ensuring that such locations are capable of ensuring guest safety with the latest in security technology abilities that the industry has to offer.

Both VingCard Essence and Signature RFID come equipped with the industry's latest advances in security encryption technology to ensure that only those with authorization are able to gain access to rooms. This includes advanced anti-keycard cloning abilities that minimize the risk of guest keycard data being stolen in order to create unauthorized keycards. When used in online mode, Essence and Signature RFID can provide additional security-enhancing functionalities such as the ability to receive alerts when someone is attempting to use a keycard on multiple doors. Staff can instantly deactivate keycards that are lost or suspected of being stolen.

VingCard Essence and Signature RFID are both further designed to take future guest preferences and industry trends into account with full Mobile Access compatibility. Properties with either solution installed are able to activate the feature at any time to provide guests with the ability to use personal devices as a secure guestroom key. With market needs or brand requirements capable of shifting quickly, the future-proof Mobile Access compatibility of both solutions ensures that hoteliers can instantly adapt without the need to undergo complex integrations or replace any existing hardware.

- Ensure guest safety with the advanced security features of VingCard Essence and VingCard Signature RFID.
- Leverage the minimalistic design of VingCard Essence and stylish appearance of VingCard Signature RFID to blend in seamlessly with the resort's unique décor.
- Maintain the ability to adapt to future industry and guest needs with full Mobile Access compatibility with both VingCard Essence and VingCard Signature RFID.

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