



Global IT Solutions

An ISO 9001:2008 Company



Pratham Software (PSI)'s
Multimedia team partners with a
globally acclaimed Hospitality Brand

Pratham Software (PSI) collaborated with a globally acclaimed luxury and hospitality giant to develop an extensive and interactive Audio-Visual application; showcasing the expanse of its sprawling properties offering 'Timeshare Holiday' facilities for its members (including prospects) globally.

About the Client:

The client is a subsidiary of one of the prestigious brands focusing primarily on vacation ownership globally. They have numerous resorts and club houses located at leading holiday destinations worldwide.

Client's Service Offering:

The client operates in a B2C space where meeting customer expectation is of utmost significance for effective business growth. The real estate are provided on a 'Timeshare' basis offering customized vacation plans according to the customers' lifestyle, ownership criteria etc. The ownership program allows individuals to explore diverse vacation options for a lifelong experience.

The customers come with expectations of a consistently superior experience combined with scalable infrastructure, quality processes and integrated systems. The client has utilized an online interactive interface to allow their customers find more information about their real estate and services.

Moreover, this audio-visual application enables the employees and presenters at these facilities to display various features and services on a single platform.



Solution Approach & Methodology:

The client was looking for a multimedia partner who could create and deliver a highly interactive and visually impactful showcase which would run across all its branches and locations. The showcase would enable them to interactively connect with the end customers and keep them informed about various facilities and upcoming events. It is a mix of images and videos displayed on a single 4K (3840 PX × 2160 PX) or HD (1280PX × 720PX) screen.

The showcase application is generally viewed on large 4k screens, which can be scrolled via touch, making it interactive and user-friendly. But few locations just had HD screens with different configuration settings, the intelligent application detects these changes automatically. Compatibility of showcase on different screens was a major concern and team worked on resolution and UX of both devices.

Key Highlights of the Approach:

- Project Manager went on an onsite visit to understand the requirements and expectations for this audio-visual customer interface.
- The complex algorithm was used to generate random screens using images/videos/music. These screens run in loop with customizable transitions.
- The scalability was a major aspect and new content can be added on the asset library to add more randomness to the showcase. Utilized HTML5 and JavaScript to create the application.





Key Challenges:

- The client used a proprietary framework and the application had to be integrated in to the system. The integration was carried out without any access to the framework. Also the application was customized to allow client's team to make changes in the application.
- Performance of the application was a key factor, as the volume of 4K data was humongous and the screens showcased them 24x7x365, non-stop without any break. Minimal chances of data crashing had to be eliminated.
- The idle screen would continuously run the random images/videos/music and whenever representative would touch the screen, it would change to interactive menu.
- Developing a touch based screen with usability features.
- The touch devices used at different locations were different and technology flexibility and compatibility was a major challenge.
- Browsers do not support generally high performance applications and the showcase had a huge library of 4K images and 4K videos to be uploaded creating a random layout & populating screen with right fit images on a continuous basis.
- Testing of the application was quite taxing as randomness feature led to different screenshows, initiated at same time showing different content.

Achievements:

- 1 Delivered the configurable and scalable application wherein the image and video library can be modified without impacting the performance
- 2 The random and dynamic layout had a humongous database of media files and which were not repeated for a longer time period
- 3 Optimized the code for performance issues as the data library is heavy
- 4 Developed a code for random selection of images and videos optimized for the users
- 5 The showcase is compatible across all touch based devices



TECHNOLOGY DEPLOYED: HTML5, JavaScript, jQuery, D3APIs, JCanvas

Project Highlights

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|------------------|---------------------------------------|
| Client | Market leader in hospitality services |
| Location | UK |
| Project Duration | September 2015- December 2015 |

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