

interact  
by Signify



## Hospitality

Case study

# Intelligent lighting for a luxury experience

Rosewood Villa Magna Hotel, Madrid.



The Rosewood Villa Magna hotel, located in the heart of the Salamanca district in Madrid, has undergone a comprehensive renovation to make it the highest quality, most luxurious, and most exclusive hotel in the city.

### Client challenge

The Rosewood Villa Magna is internationally recognized as one of Europe's great hotels.

During 2021, it was completely refurbished according to the most demanding quality standards, with the aim of offering guests the most excellent and attentive accommodation experience in Madrid.

With this in mind, the hotel wanted to install an innovative lighting management system that could offer the functionality needed to care for its exclusive customers.

The hotel had multiple objectives. They wanted to be able to individually manage the lighting in each of the rooms and common areas, while at the same time being as energy-efficient as possible.

“Interact effectively integrates the management and global monitoring of the hotel's lighting”

José Antonio Molina,  
Manager of Engineering,  
Rosewood Villa Magna





## Interact, more than intelligent lighting management

Interact offers a suite of software applications and APIs that sit on top of a cloud-based IoT platform. Using the APIs, the lighting system designers were able to integrate Interact seamlessly into the hotel's existing service management platform, simplifying the work of managers and maintenance staff.

Interact has replaced the hotel's old lighting management system, resulting in energy savings of approximately 20%. This increase in energy efficiency helps the Rosewood Villa Magna achieve its sustainability goals and become more environmentally responsible.

The data obtained via the Interact system enables hotel managers to make decisions based on real-time and historical insights. Hotel managers can identify new ways to improve the use of spaces and discover patterns in customer preferences, allowing them to optimize operating costs and respond more quickly and efficiently when incidents arise.

## The solution

Interact has provided the Rosewood Villa Magna with an intelligent lighting management system that meets the hotel's stringent requirements.

With Interact, hotel staff can individually monitor and control the lighting in each of the 154 guest rooms, corridors, lounges, restaurants, cafeterias, and other common areas, adapting the lighting based on the time of day or activity happening in each space. Interact monitors the occupancy level of each area and sends real-time automated alerts about possible incidents, allowing hotel staff to react quickly and solve problems without affecting customers.

As for the guests, Interact offers them many possibilities, including a series of predefined comfort scenes which they can select using a touch panel located in each room, allowing them to change the ambience of the lighting, adapting it according to their preferences.



## Benefits of Interact



### Individualized management

One of the main objectives to be achieved with the Interact connected lighting system was the individual management of each room and space in the hotel. Interact makes it possible to control the intensity of the light, detect the occupancy level of the space, and adjust color temperature according to the needs of each moment.



### Improved maintenance

Hotel managers can use a simple and intuitive platform that allows them to know the status of each room and space in real time, perform maintenance tasks, and make modifications. Hotel staff can also receive automated alerts, making it possible to resolve issues quickly, without affecting the well-being of the hotel's guests.



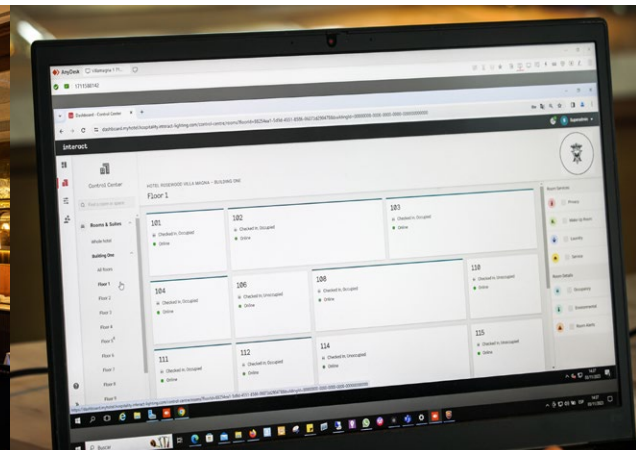
### Energy efficiency

By integrating Interact with the PMS and occupancy detection system in guest rooms, the system is able to apply different energy-saving scenarios depending on room status, resulting in highly efficient usage of spaces and energy savings of 20%, reducing operational cost per room.



### Personalization for maximum comfort

Interact allows both guests and hotel staff to select lighting scenes that personalize guest rooms and other spaces for each moment of the day or activity, maximizing efficiency and comfort.



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