



MCLAREN
TECHNOLOGIES



The Brando – A Case Study

The Brando Resort is a cluster of 35 private villas on the Tetiaroa atoll, Marlon Brando's private Tahitian island. In the legacy of its namesake, the resort focuses on prioritizing the blend of luxury and environmental sustainability.



The resort decided to partner with McLaren in order to accomplish its goal of no-paper guest rooms by using the Intelity ICE (Interactive Customer Experience) guest services platform from as a digital way to replace in-room service directories. Silvio Bion, General Manager, said there's been a significant financial savings as a result of going paper-less with ICE Bedside on tablets.

“Beyond just saving money it's the principle. It's all there and it works” ~ Silvio Bion, General Manager, The Brando

By integrating ICE with the PressReader app, The Brando was able to eliminate the need for printed reading materials. The integration provides guests with thousands of popular global newspapers and magazines directly through the ICE interface.

“Beyond just saving money, it's the principle,” Bion said. “This is a way to fulfill the mission that we've put in place. We can change content at any time, and the guests can find anything that's available. It's all there, and it works.”



Guest use of in-room tablets

- Finding information
- Streaming music
- Alarm clock functionality
- Reading digital magazines

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