

SERVICES FOR INTERACTIVE TV

VDA introduces a selection of over 150 innovative ways to promote your hotel via the TV



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SUMMARY

Table of services	4
1. Introduction	6
2. Services	7
2.1 Services giving the client attention	8
2.1.1 Entertainment. The client has fun	8
2.1.2 Comfort. The client is served	12
2.2 Marketing services for the hotel	15
2.3 Personalisation, assistance and maintenance services	22



TABLE OF SERVICES

Explanation

€ A service that generates additional income for the hotel

+ A service that is considered an additional value for the hotel guest

• A service included in the system

o Optional service

Δ Cost of estimate

SERVICES GIVING THE CLIENT ATTENTION

Non recurring cost		Room / month cost
Fixed	Room	

1. Entertainment. The client has fun

Film					
on demand	€	o	-	-	Δ
extended, multilingual and subtitle database	€	o	-	-	Δ
Internet					
navigation from the TV and electronic mail functions	€	o	Δ	Δ	-
laptop connectivity through the Cat5 cable network	€	o	Δ	Δ	-
laptop connectivity through SBB	€	o	Δ	Δ	-
wireless laptop connectivity	€	o	Δ	-	-
TV					
distribution of TV channels through Internet Protocol	+	o	Δ	-	-
management of satellite & overland digital channels, even those with a fee	+	o	Δ	-	-
management of analogue TV channels on a COAX network	+	•	-	-	-
personal video recorder (PVR)	+	o	Δ	-	-
electronic TV programme guide (EPG)	+	o	Δ	-	-
Music					
on demand. Basic version (silver package)	+	o	-	-	-
on demand. Extended version (gold package)	€	o	-	-	Δ
Games	+	o	-	Δ	-
Radio					
via ether or via satellite	+	o	Δ	-	-
internet radio	+	•	-	-	-
unitedradio by finelco	+	•	-	-	-
Integrated management of an external DVD player	+	o	Δ	-	-
Connection to a home Theatre System	+	o	Δ	Δ	-

2 - Comfort. The client is served

Message services					
a personalised welcome message and messages from the reception	+	•	-	-	-
multimessages from the reception	+	o	Δ	Δ	-
Room temperature control	+	o	Δ	Δ	-
View bill	+	o	Δ	Δ	-
Wake up					
with standard functions	+	•	-	-	-
with music in the background	+	o	-	-	-
Express check-out	+	o	-	Δ	-

SERVICES GIVING THE CLIENT ATTENTION

continue

SERVICES GIVING THE CLIENT ATTENTION			Non recurring cost		Room / month cost
continue	Fixed	Room			
Parental control					
via the reception	+	•	-	-	-
via control through the TV	+	o	-	Δ	-
World clock	+	o	-	Δ	-
News and Weather	+	o	-	-	-
iPod playback	+	o	-	Δ	-
Teleordering services					
room service	€	o	Δ	Δ	-
laundry, taxi and baggage services	+	o	Δ	Δ	-

MARKETING SERVICES FOR THE HOTEL

Value packed entertainment packages	€	o	-	Δ	-
Group and convention services					
creation of interactive page programming	+	o	Δ	-	-
addition of audio-video content	+	o	Δ	-	-
authenticated access to the live convention TV channel	+	o	-	Δ	-
online web editing	+	o	Δ	-	-
the programme is sent only to the rooms of the participants	+	o	-	Δ	-
Scrolling banner text messages					
basic version	+	o	-	Δ	-
extended version	+	o	-	Δ	-
Guest Survey	+	o	-	-	Δ
Advertising and sponsored services					
local advertising	€	o	-	-	-
national and international advertising	€	o	-	-	-
Updating interactive pages via web	+	o	Δ	-	-
Interactive city guide (City Magazine)	+	o	Δ	-	-
Interactive hotel directory of services (Hotel Magazine)	+	o	Δ	-	-
Translation of the interactive pages (each page)	+	o	Δ	-	-

PERSONALISATION, ASSISTANCE AND MAINTENANCE SERVICES

Seamless TV integration onto any TV set and size	+	o	Δ	Δ	-
Bi-directional interface with the hotel's PMS	+	•	-	-	-
Room Status Housekeeping	+	o	Δ	Δ	-
Room Status Maintenance	+	o	Δ	Δ	-
Automatic minibar consumption	+	o	Δ	Δ	-
PowerTV system status in real time	+	•	-	-	-
Remote assistance (laptop connectivity & itv system)	+	o	-	-	Δ
Personalising the graphic interface (Taylor Made Service)	+	o	Δ	-	-
Warning Message	+	o	Δ	Δ	-
Centralised tuning and television management	+	•	-	-	-

1. INTRODUCTION

The hotel industry as a whole no longer regards Interactive TV as an essential service. In fact, in almost every case the use of on demand services are declining. This situation deprives television of one of its most important aspects: the capability of being an information vehicle however, thanks to the ability of transmitting bi-directional communication between the user and a central point via a TV network; Interactive TV's true potential can now be achieved in becoming an integral part of any hotel's operation. This is just the beginning from hereon each establishment has the flexibility to create its own customised TV system with many helpful management tools.

VDA's idea of interactive TV sets us apart from our competitors. Our aim is to make each hotel, ship or medical clinic a unique television broadcaster with its own customised programming, maximising of the possibilities of interaction between the TV and the user, therefore improving services and simultaneously increasing profits.

1.1 An idea created by the market

VDA commissioned the Institute for the Studies of Public Opinion directed by Professor Manheimer to approach a sample hotel, which is normally busy with a wide variety of visitors, and to ask a simple question: "What does the client want from the TV in the room?" The answer was so surprising that it forced us to re-examine our convictions. Most of the time, what the visitors looked for was information restaurants, museums, shops and the city's nightlife. Above all, if guests were given better information on the hotel's services they would make more use of them.

1.2. From technology to content

The overall result between our latest generation interactive TV system together with our reliable Active 3 technology allowed us to concentrate our efforts on the way in which content is realised and presented – hence the PowerTV Magazine came to be.

The first step was creating a publishing department capable of producing and organising the vast quantity of information that can be transmitted by television. An investment in human resources and knowledge that is unique in this sector. Today, this

department liaises with the hotel's marketing director, to develop the final result with the ability to automatically update whenever necessary.

1.3 From a hotel TV set to the hotel's own TV system

The first operation was creating the most fantastic graphical television experience. This meant that we had to gather as much editorial, photographic and audiovisual content as possible. The project's approach went even further than what we had expected to – resulting in the most multifunctional, powerful and captivating interface in the market.

The second operation included the pairing of the repertoire of films and music on demand, Internet and games with programming that included an "Out of room" service. Thus the City Magazine was born. It is a service dedicated to the city in which the hotel is located. The guest's experience is enriched with information on museums, events, shops, cafes, restaurants and itineraries and the hotel improves its relationship with the city's commercial and recreation partners and strategic alliances such as airlines and car hire companies.

The third multimedia format that we have developed is the Hotel Magazine. The objective is to illustrate and promote the hotel's services, making the hotel's TV system an elegant way of promoting the hotel's in house facilities and services. The result being greater earnings due to the use of hotel facilities, the strengthening of partnerships with outside services (tennis, golf, horseback riding, etc.) not to mention general improvement of efficiency thanks to the optimisation of information exchange between the client and the front office. Also, the pages dedicated to the hotel chain experience become an efficient cross-marketing instrument. Furthermore, the multimedia platform's flexibility, combined with the distribution of content via Internet and satellite, guarantees updating at a minimum cost. All this means big advantages for the hotel, allowing it to create a communication tool that in terms of dimension, cost and efficiency easily beats the traditional printed guest service directory hands down.

2. SERVICES

PowerTV's Active 3 TV platform is based on a technology developed entirely by VDA. It is the fruit of more than a decade of experience matured on planning tables and is now installed in more than 100,000 rooms in Europe, the Middle East and Africa.

The system's architecture is developed on a server-client platform connected through the IP standard network. This solution, in which VDA has always believed, today guarantees the best services and in the future will guarantee compatibility with new technological standards. Films and music in digital quality are among the advantages of using the IP distribution network along with the possibility of updating the content and maintaining the system from a distance.

PowerTV's flexible platform is practically unlimited: satellite television from all countries, digital distribution of television channels, laptop connectivity, perfect integration not only with specialised hospitality "open architecture TVs" but also with the consumer TVs already present in the hotels. Added to these is the additional possibility of using the variety of services detailed below.



2.1 SERVICES GIVING THE CLIENT ATTENTION

2.1.1 ENTERTAINMENT. THE CLIENT HAS FUN

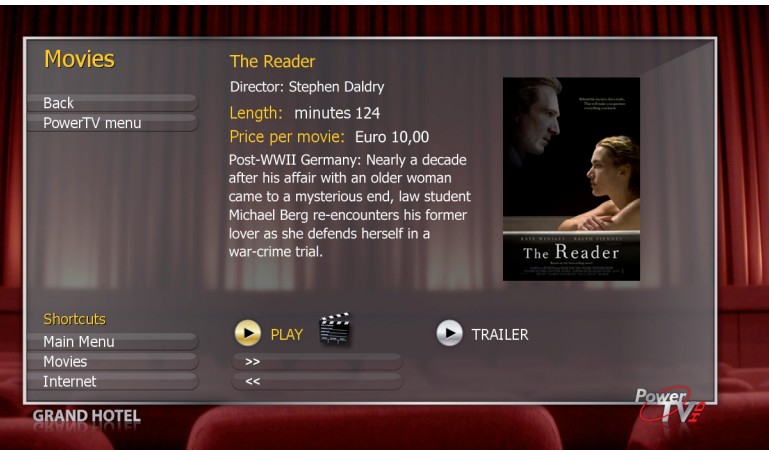
FILM

a) On demand

Entertainment only when the client wants it. It functions the same way as the home DVD: the film begins by pressing the play button on the remote control. The entire program is digital and it is possible to pause, fast forward, rewind the viewing or restart it altogether whenever necessary. The standard package includes 20 new Hollywood titles, which are updated periodically via satellite, and a programme of 10 adult films. Each film is available in one language.

b) Extended, multilingual and subtitle database

This is the pinnacle of "Film on demand." It includes a programme of 120 titles with a possibility of choosing the language and managing, where available, the subtitle menu. Easily achieved by our advanced video server.



Film on demand. Poster and plot

INTERNET

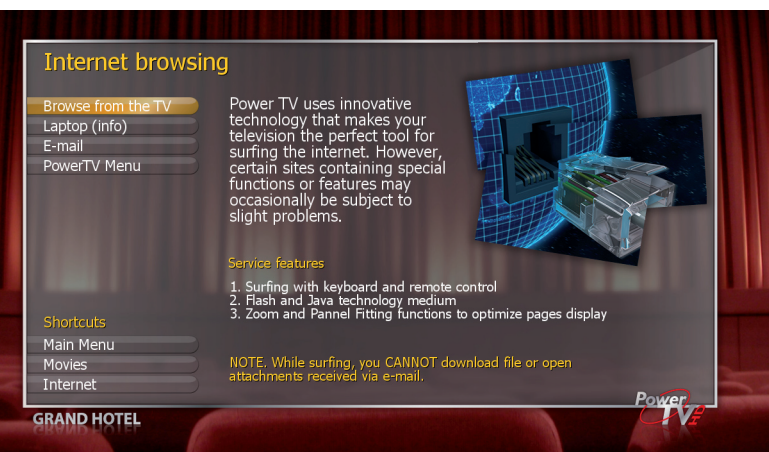
NOTE. The costs reported in the summary table of the services in this volume are based on an average value for hotels that have less than 150 rooms. Not included are costs of Internet connection, possible changes to be made for hotel networks and the scratch cards.

a) Navigation from the TV and electronic mail functions

This service offers the guest the possibility of navigating the Internet from the TV in the room using the remote control or a wireless keyboard similar to the one used for a PC. The browser, designed especially for television navigation, supports both Flash and Java technologies. VDA created a zoom function which allows the user to expand the web page appropriately for optimum viewing on a TV screen. This service does not include the possibility of downloading files or opening attachments received in the emails.

b) Laptop connectivity through the Cat5 cable network

VDA permits hotel clients to connect their laptop PC's to the Internet. The service is designed for business clientele, group and convention delegates, as well as those tourists who cannot do without the Internet during their travels. The connection to the Net is provided through a cable in



Internet. Disclaimer and menu

the room. VDA uses a Nomadix server automatically sets up the laptop's parameters without having the client intervene manually. The client is then charged for a "Pay per day" formula that is valid for 24 hours.

c) Laptop connectivity through SBB

VDA further caters for hotels that have limited Cat5 cabling capacities by allowing the guest to attach their laptop to the TV network via the VDA SBB (Set Back Box attached to the rear of the TV) and carry on browsing as normal.

d) Wireless laptop connectivity

The final step in providing a complete laptop connection environment is provision for wireless zones especially in public areas. The guest purchases a prepaid scratch card in order to start their surfing session. If the guest's laptop is not wireless enabled, the hotel can supply an adaptor.

TV

a) Distribution of channels through Internet Protocol

This latest advance in technology generally known as IP TV allows the distribution of television content through an IP data network. In other words, the TV channel streaming occurs through the network this is generally used for the Internet, without the use of the traditional coaxial cable. The results are high quality, images without interference - sharp and digital, a richer bouquet of channels, the possibility of managing subtitles, multilingual transmissions and a dynamic menu divided into thematic channels. It is the TV of the future, and its becoming a requested standard by the world's best hotels.

b) Management of satellite and overland digital channels, even those with a fee

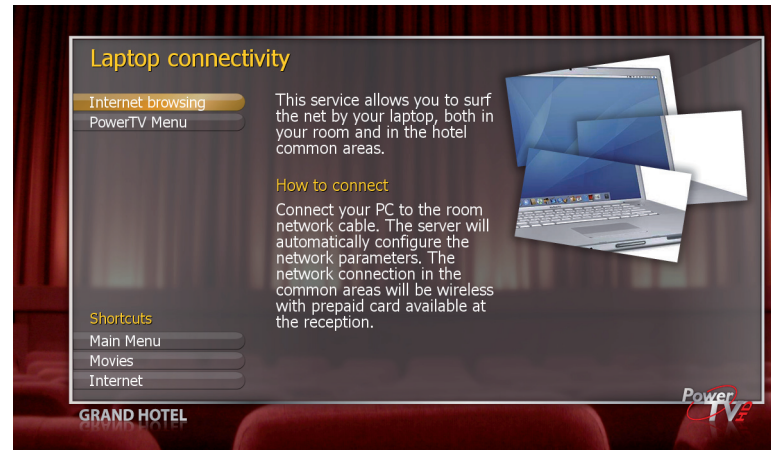
VDA's experience in the distribution of television channels guarantees the reception of international programmes, including the ones available only through subscription. Local, private, public and digital overland channels can also be received.

c) Management of analogue TV channels on a COAX network

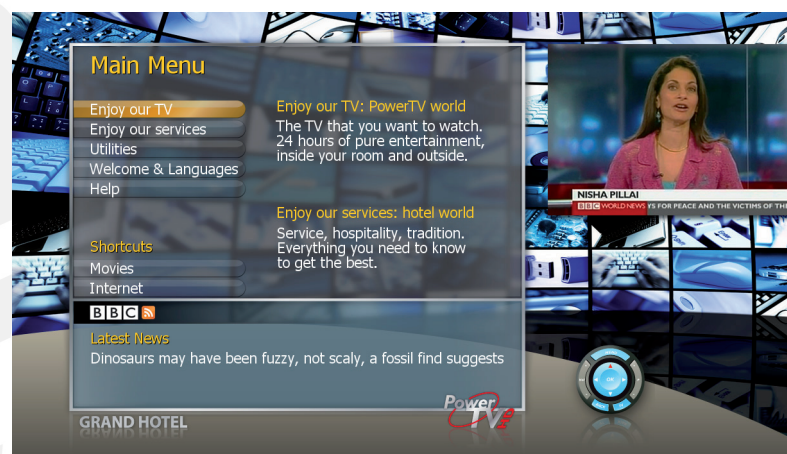
The traditional way of distributing television channels through the coaxial cable network present in the hotel has its limitations with regard to the number of available channels and inferior signal quality when faced with a large number of rooms. Both problems can be overcome using the IP distribution technology.

d) Personal Video Recorder (PVR)

This is a video recorder which is programmable via the television interface, it is both sophisticated



Laptop connectivity. Instructions for use



Main Menu with picture in picture

and easy to use. Hotel clients who are interested in viewing a TV programme broadcast while they are away from their room can activate the service by choosing the channel and time slot. The system places the recorded programmes in a special side menu. The client can then select the programme and play it with one simple click.

e) Electronic TV Programme Guide (EPG)

Contains the entire television programming transmitted via IP channels available in the hotel (see above channels distributed via IP). Through this interface the user can consult the programme listings and view the preview of the current program in a visible window (PIP) and, combined with the personal video recorder, is able to record the programmes that interest you.



Music. Music Player

MUSIC

a) On demand. Basic version (silver package)

It offers the hotel's guest the possibility of listening to a musical library of 1,500 pieces, categorised by artist, genre and play list. VDA's player includes start, stop and pause functions – all controlled with a remote control.

b) On demand. Extended version (gold package)

This version includes a musical library that is larger and more complete than the one described above, with about 6,300 titles.

RADIO

a) Via ether or via satellite

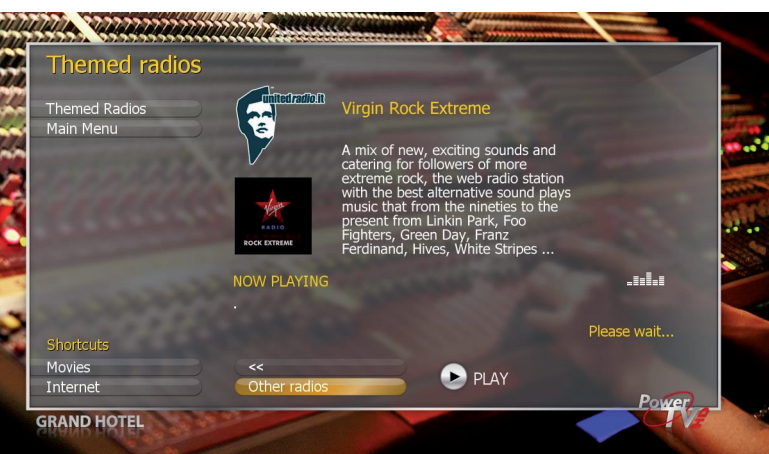
The radio service offers a bouquet of international stations. The organisation of radio stations is adaptable to the hotel's geographic location and to the guest's profile.

b) Internet radio

Internet audio streaming in MP3 format is an additional service for enriching the music programme.

c) United Radio programming

Through an exclusive arrangement with the Finelco Group, leader in Italian and Swiss radio, this mix includes over 30 thematic, web-radiostations and 5 channels (Radio 105, Radio Monte Carlo, Virgin Radio, RMC2, Radio 105 Classics), all accessed via the TV.



Radio. United Radio Player

GAMES

A library of 10 video games is also available. Mainly card and strategy games, they include Black Jack, Poker, Backgammon and Sudoku. They represent alternatives of a different flavour to the other forms of entertainment offered in our scheduling.

INTEGRATED MANAGEMENT OF AN EXTERNAL DVD PLAYER

It offers the hotel the possibility of using a DVD player connected to the TV in the rooms. A key present in the interactive page dedicated to entertainment gives the guest direct access to the DVD channel.

CONNECTION TO A HOME THEATRE SYSTEM

As an option, the SBB may be fitted with an optical output that connects to Home Theatre systems, in a way that offers hotel guests superior audio quality during films, television programmes and when listening to music. The output is compatible with Dolby Digital/AC-3, Digital EX, Dolby Pro Logic IIx and DTS soundtracks. The service does not include the cost of the connection cable between the SBB and the Home Theatre system.



2.1.2 COMFORT. THE CLIENT IS SERVED

MESSAGE SERVICES

a) *A personalised welcome message and messages from the reception*

These are two instruments used by the reception. The first personalises the welcome message by inserting the guest's name onto the welcome screen on the TV. Whereas the second one allows the reception to send any messages to the guest's TV in his absence.

b) *Multimessages from the reception*

VDA's next generation of guest messaging was the introduction of an email type message where the entire list of received messages appears on the screen, accompanied by an icon that shows its status (read or not read). The reception can also give the message a degree of importance: in this case, the guest can immediately see urgent message warnings.

ROOM TEMPERATURE CONTROL

VDA gives the guest the convenience of controlling the room's temperature settings via the TV. In the background the PowerTV is connected to the building automation system, which in turn controls the room's settings.

VIEW BILL

Guests have the convenience of checking their hotel account via the TV at any time during their stay. Each individual item that has been charged to their account is displayed in detail including the purchases made through the television (film viewing, Internet navigation, room service teleordering, etc.). This feature is connected to the hotel's Property Management System.

ALARM

a) *With standard functions*

Any user can set an alarm on the PowerTV system. Even when the TV is on standby. At the appropriate time the screen will turn on with an alarm clock sound until the user presses a key on the remote control.

b) *With music in the background*

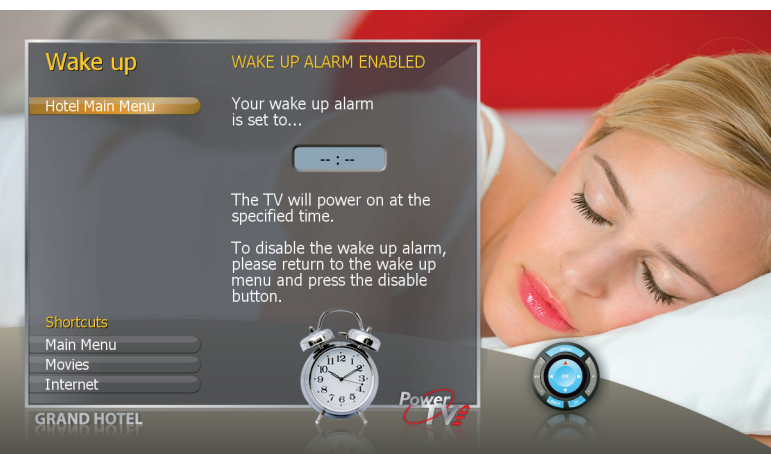
PowerTV has the versatility to replace the alarm clock signal with any piece of music.

EXPRESS CHECK-OUT

Why not speed up the checkout process by allowing the guest to check out through the TV in



Parental control



Alarm

the room, avoiding possible delays at the reception. The feature is simple and reliable, the client's credit card is charged accordingly via the link with the hotel PMS.

PARENTAL CONTROL

a) Via the reception

Parental control can be activated by the reception at any time at the guest's request. This protects minors from accessing adult and internet content.

b) Via control through the TV

Guest's have the freedom to activate or deactivate inappropriate content directly on the TV therefore giving them autonomous control of this service.

WORLD CLOCK

Guests have access to local time as well as any of the 24 time zones as desired.

NEWS AND WEATHER

These features, which make use of RSS technology, provide multilingual information updated in real time with world news, the weather situation in the city where the hotel is located and that of the major capitals on five continents. This is a service integrated into the standard system and much appreciated, especially by business customers.

IPOD PLAYBACK

In addition to VDA's Music on Demand, guest may plug and play their IPOD into the PowerTV system's MP3 player docking station and listen to their own music library through the TV.

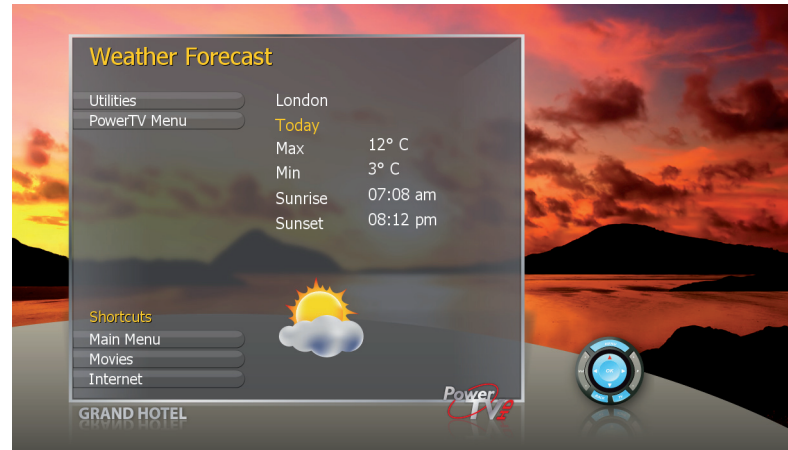
TELEORDERING SERVICES

a) Room service

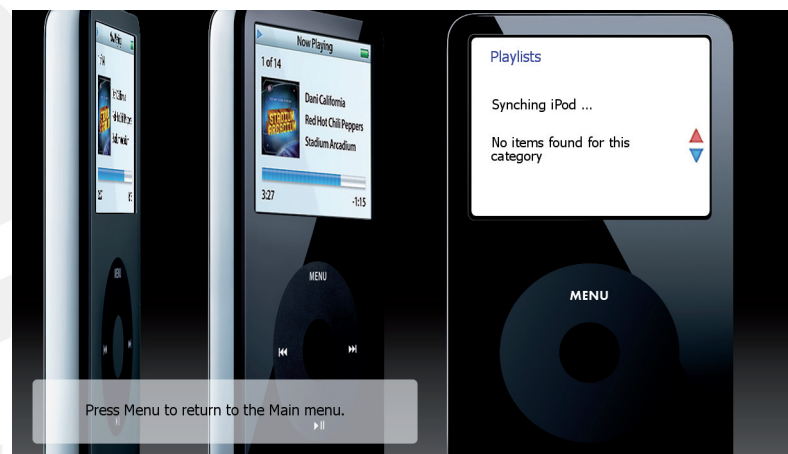
Guests have the freedom to order room service through the TV. The menu appears on the screen. Once selected, the order is sent to the room service operator.

b) Laundry, taxi and baggage services

In a similar way to ordering room service, the guest can request for laundry and luggage collection as well as booking a taxi via the concierge.



Weather forecast



iPod playback



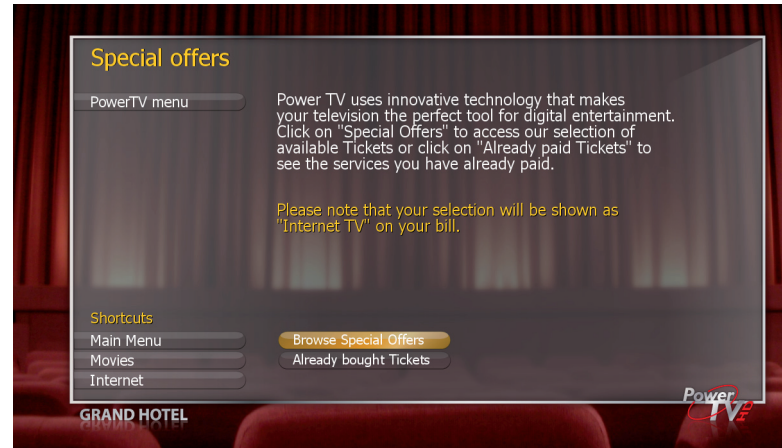
2.2 MARKETING SERVICES FOR THE HOTEL

ENTERTAINMENT OFFER PACKAGES

PowerTV's 5 value adding packages ensure that guests use the on demand services to the maximum.

Our value adding bundled packages are:

- a) *Silver Time*
All the adult films
- b) *Silver Web*
3 hours of Internet TV navigation
- c) *Gold Time*
All the adult films + 1 major film
- d) *Gold Web*
Unlimited Internet TV navigation
- e) *Power Package*
All the adult films + 1 major film + unlimited Internet TV navigation



Entertainment offer packages

GROUP AND CONVENTION SERVICES

VDA's editorial staff work in conjunction with the conference planners to create multilingual content relevant to the convention.

- a) *Creation of interactive page programming*
The standard module includes 5 graphic and text information pages covering: "convention highlights," "company highlights," "work agenda," "meeting point information" and "post-convention activity." This complete service involves the event's organising company, purchasing and use of the content as well as the final editorial creation and upload of the pages onto the hotels PowerTV system.
- b) *Addition of audio-video content*
This service includes the insertion of audio and video clips, into the conference information pages. Filming and editing of the video are not included.
- c) *Authenticated access to the live convention TV channel*
PowerTV can ensure that only authorised delegates can access the live channel content from the comfort of their rooms. This is controlled by an authentication system.



Convention services. Main Menu

d) Online web editing

The meeting planner can easily update the conference agenda via the web editing system. It takes just a couple of minutes for the system to automatically update the TV information pages.

e) The programme is sent only to the rooms of the participants

PowerTV ensures that only the relevant guests attending the specific conference may access their own information.



Convention services. Video

SCROLLING BANNER TEXT MESSAGES

a) Basic version

The Banner management service permits the hotel to superimpose a scrolling banner message that could be used to announce in-house promotions or any urgent messages. The text can easily be edited and is seen on all the TVs that are turned on in the hotel.

b) Extended version

In addition to the above, up to 400 pre programmed messages with specific display times can be created and managed in an efficient way to routinely announce daily activities in the hotel, for example restaurant and bar opening times and promotional offers.

GUEST SURVEY

Guest satisfaction surveys are an important benchmarking tool for any hotel. Here the guest can complete an electronic form on the TV. The guest's feedback is then sent to the hotel management.



Web editing

ADVERTISING AND SPONSORED SERVICES

a) Local advertising

The City Magazine is an interactive guide that allows for nearby services to advertise themselves to hotel guests. There are two advertising formats based on revenue sharing between VDA and the hotel.

Single page format

Includes 1 page with a photo, general description of the locale (restaurant, shop, night club, gym, etc.), address (or referral for the contact at the reception). VDA includes the creation and uploading onto the PowerTV server.

Double page format

Includes 2 pages. The first with a photo and a general description of the service (restaurant, shop, night club, gym, etc.), the second page includes another photo, more information, the address (or referral for the contact at the reception), the link to

their website. As above the uploading and maintenance of the advert are included.

b) National and international advertising

The PowerTV Magazine environment provides an area dedicated to the following possible interests and guest hobbies: sports, hi-tech, fashion, cars and luxury goods. The manner in which PowerTV can handle the adverts with its multimedia capability ensures an elegant way to promote these brands. Again, VDA engages in revenue sharing with the hotel.

UPDATING INTERACTIVE PAGES VIA WEB

VDA's web-based editor enables quick and easy online updating of the restaurant's menu or the conference's work agenda via Internet. In fact, since these two pages require frequent revision and very quick updating, the web editing service meets these needs, allowing the hotel manager and the meeting planner to automatically intervene whenever the need arises. The service is easy to use via the Internet and within a couple of steps the text can be changed. After a few moments the system automatically updates the pages of the televisions in the rooms.

INTERACTIVE CITY GUIDE (CITY MAGAZINE)

The best way to give any guest city information is via PowerTV's City Magazine. All the necessary information on nearby museums, exhibitions, restaurants, nightlife and everything else is at the touch of the remote control.

INTERACTIVE HOTEL DIRECTORY OF SERVICES

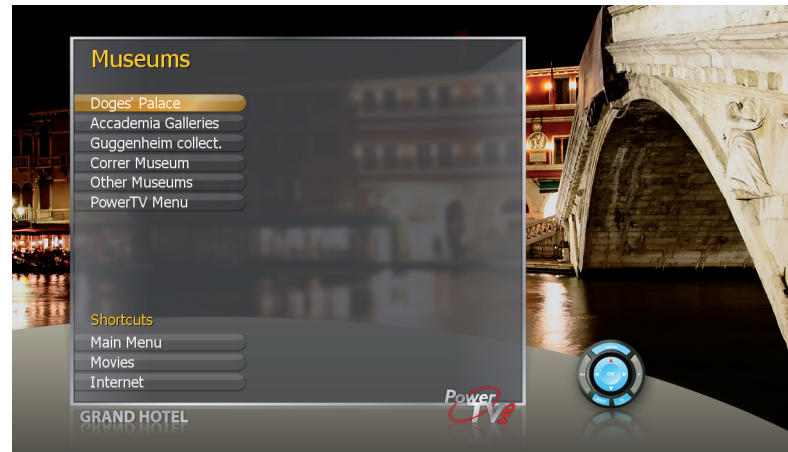
PowerTV introduces The Hotel Magazine which is the most effective and elegant way in portraying the hotel's in-house services via the TV system. The Hotel Magazine is capable of holding over one hundred information pages completely tailored to the hotel's needs. The following are the main ones.

a) Main Menu

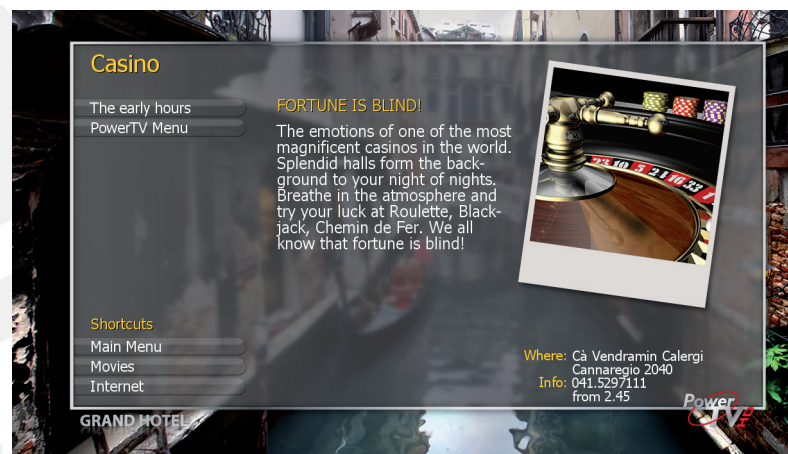
This is the starting point of the Hotel Magazine experience where the first level of hotel services are listed. Enhanced with superior graphics, all content is perfectly structured to ensure ease of use. It is even possible to insert the hotel's promotional film or the General Manager's welcome message upon request.

b) Hotel info

Here the guest can easily learn everything that there is to know about the hotel, its services and even the staff that all work together to make the guest's stay a memorable one, including:



City Magazine. Museums



City Magazine. The early hours

Welcome message
Check out
Credit card
Hotel phone number
Hotel people
General information
Exposition areas
Shopping the hotel
Useful information
City info
Distances

The “Hotel people” pages, for example, are dedicated to the presentation of the hotel staff. They begin with a welcome from the director and familiarize the guest with the staff. “Alarm,” “Messages” and “Bill info” are included in the basic offer.

c) Hotel's services

This is PowerTV's panoramic 360-degree perspective hotel's facilities, and additional services that the hotel provides for its guests, including:

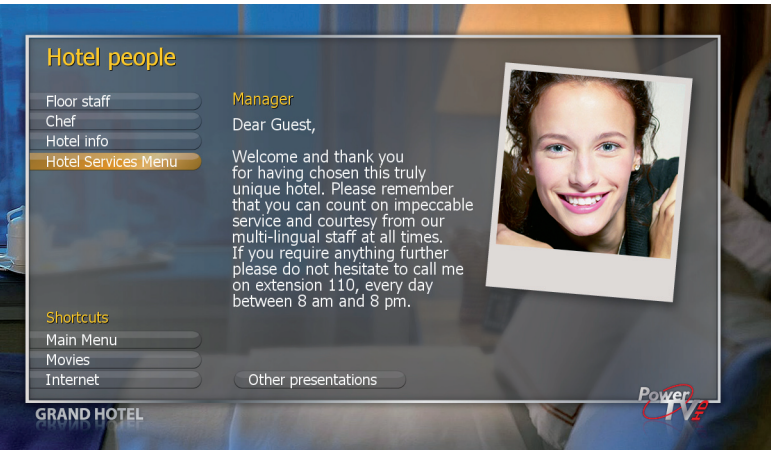
Garage & parking
Lobby
Reading room
Terrace and pool deck
Garden
Games Room
Secretary service & Busies centre
Transfer to and from...
Ticket reservation
Newspaper service
Fax, photocopy, postal services
Shoe cleaning
Luggage safe-keeping
Handicap services
Baby sitting
Pet sitting
Themed evenings and live entertainment
Safety deposit
Car rental
Sports equipment rental
Beach services

The “Ticket reservation” page, for example, highlights the hotel's concierge and guest relation services such as booking taxis, cars, theatrical performances, concerts, airline tickets and much more.

d) Restaurant

This is PowerTV's solution to promote the hotel's restaurants in all its aspects:

Restaurant layout
Chef & staff
Menu, typical dishes, tradition and innovation in the cuisine
Ambiance



Hotel Magazine. Hotel people



Hotel Magazine. Hotel info

The “Ambiance” page, for example, illustrates the architectural style of the restaurant, the choice of lighting and atmosphere, and can even provide information about the designer who created the space.

e) Bar

Here the hotel bar is presented in all its glory! The ambiance, style, cocktails, staff working hours and even special events can be listed in the following:

Bar zone

Piano bar

Barman

Cocktail

Happy hour

The “Cocktail” page, for example, lists all the drinks available, describing their preparation and highlighting the barman’s specialties.

f) Wellness and fitness

This section includes everything the client needs to know about ways to relax offered by the hotel.

Turkish bath

Sauna

Solarium

Massages

Thermal bath

Hydro massage

Beauty treatments

Mud bath

Gym

Tennis

Pool

Any of these pages can describe the fitness activities and programmes, the equipment, the ways to access them, the working hours and the availability of trainers.

g) Room service

This section allows the client to take advantage of room service in a quick and efficient way. It also helps to use the technology correctly to ensure efficient service, for example.

Laundry and housekeeping service

Safe

Security facilities

Telephone (use of the hand set)

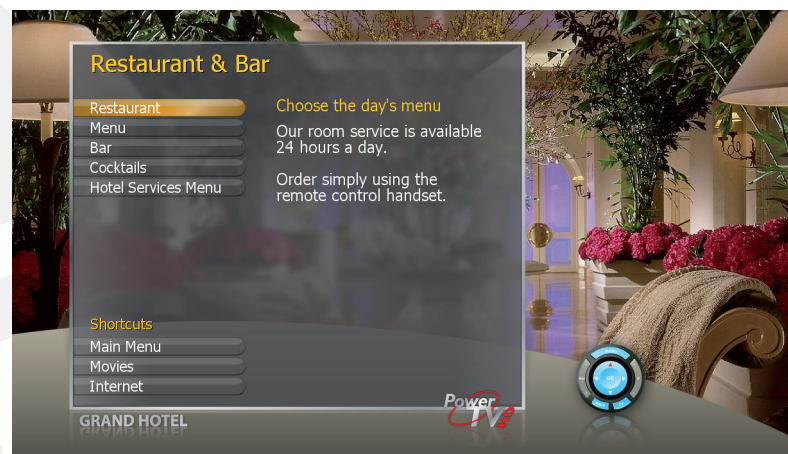
Internet service

Laptop connectivity

The “Security facilities” page, for example, provides information on all of the emergency procedures in case of fire or other risk factors, all safety precautions, devices and exits are clearly



Hotel Magazine. Hotel services



Hotel Magazine. Restaurant and bar

explained and much more.

h) Business centre

This section describes the conference rooms in the hotels, seat availability, and ways of use, technological facilities and additional services.

Conference centre

Meeting rooms

Business centre equipment and facilities

Interpreting services

Teleconference

Press service

Banquet room

Catering service

Possible post-convention organization

The “Convention centre” page gives a general description of the rooms in the hotel, their capacity and ways of arranging them to suit your needs.

i) Nearby

Here the hotel can list as many nearby attractions on the PowerTV system. Guests with outdoor interests can access information of the following with great ease:

Skiing

Waterskiing

Swimming

Sailing

Windsurfing

Diving centre

Canoeing

Rafting

Jet skiing

Bungee jumping

Trekking

Horseback riding

Tennis

Football

Basketball

Volleyball

Golf

Cycling tracks

Commercial centres

Guided excursions

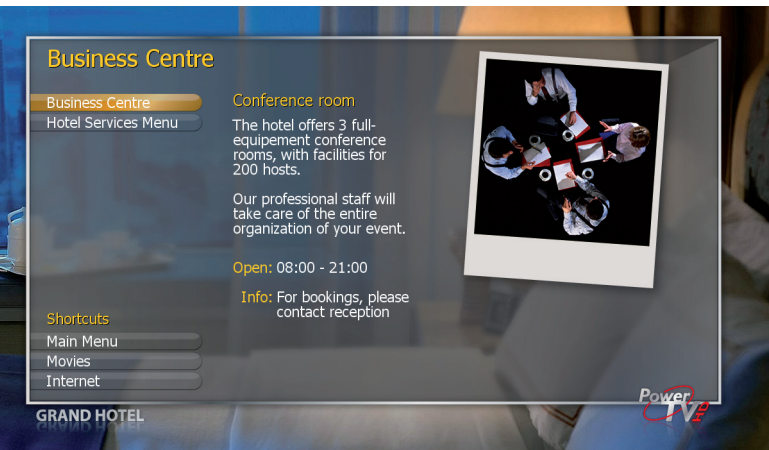
Pharmacies

.. and much more

The “Tennis” page, for example, promotes the tennis club that is closest to the hotel, as well as the services it provides, the activities it organizes and ways of getting there.

j) Hotel chain experience

It is natural that the hotel has to promote the chain it is associated to; therefore the PowerTV system is a fantastic tool to be used in order to achieve the full branding potential. For example:



Hotel Magazine. Business centre



Hotel Magazine. Nearby

Directory and map (all the world wide hotels in the chain are conveniently categorised per continent, country and city)

Consortium

Chain overview

Loyalty program

Special conventions

Quality standards

Mission and values

The “Chain overview” page, for example, describes the types of hotels the chain has in the world.

k) Other content

The Hotel Magazine meets the hotel’s communication needs, even the highly personalised ones. This means that besides the pages described above, the hotel can ask VDA’s editorial staff to produce content that are not included in the aforementioned editorial plan. Which ever way you look at it, The Hotel Magazine is the ideal way to communicate your hotel’s activates and services.



Hotel chain experience. Main menu



Hotel chain experience. Special offers

2.3 PERSONALISATION, ASSISTANCE AND MAINTENANCE SERVICES

SEAMLESS TV INTEGRATION ONTO ANY TV SET AND SIZE

In case the hotel has TVs that do not have an interface to an interactive TV system (commonly known as an “open architecture” TV set) and does not wish to substitute them, VDA’s research and development will be able to guarantee perfect integration with the PowerTV system. VDA is the only producer on the market that supplies this service.

BI-DIRECTIONAL INTERFACE WITH THE HOTEL’S PROPERTY MANAGEMENT SYSTEM (PMS)

It is a connection with the hotel’s management system that allows numerous functions such as personalised welcome messages, automatic billing of purchased services by the guest in the room and the management of the maintenance services handled by the hotel staff. The VDA system has interfaces for most of the PMSs on the market.

ROOM STATUS HOUSEKEEPING

The floor staff accesses a reserved area of the television interface with a password. Once the room has been cleaned, the housekeeping status is updated via the TV.

ROOM STATUS MAINTENANCE

The Maintenance department can list faults in the room via the TV providing their manager a valuable report on urgent situations that need attention and repairing.

AUTOMATIC MINIBAR CONSUMPTION

The floor staff have the ability to directly post guest minibar consumptions onto his folio by accessing hidden areas of the TV system. This dramatically increases the minibar sales recording and reduces lost revenue risks.

POWERTV SYSTEM STATUS IN REAL TIME

VDA has its own monitoring programme that provides real-time information on the entire system’s performance from the servers to each and every TV set.

REMOTE ASSISTANCE

VDA provides technical telephonic assistance through a toll free number for problems related to laptop Internet connection or for faults in the interac-

tive TV system. The service is active every day from 8:00am to midnight. Assistance can be via remote assistance or “on site,” depending on the situation’s degree of severity.

PERSONALISING THE GRAPHIC INTERFACE

Although VDA’s standard television interface offers wide margins of personalisation, the “Taylor Made Service” can plan the graphic interface considering the particular needs of the hotel’s image. However, it is a complex activity that is planned in minute details without forgetting the peculiarities of displaying graphics on a TV screen.

WARNING MESSAGE

This important service can simultaneously send a warning message to all the rooms along with information on security procedures and how to act. To avoid errors, the activation occurs only after a security code is entered.

CENTRALISED TUNING AND TELEVISION MANAGEMENT

The server that controls the entire VDA Active 3 system guarantees centralised television channel tuning along with being able to manage settings such as contrast, brightness, colour and volume so all TVs are exactly the same.

NOTES

Blank lined paper with a faint watermark logo on the left side.

