



ETV INTERACTIVE

The Converged IP Solution for Hospitality

The Solution Partnership



Introduction

ETV Interactive is proud to have been at the forefront of digital IP technology solutions for the hospitality industry since forming in 1997. ETV Interactive delivers Digital Entertainment Systems (comprising of digital TV, digital radio, video & music on-demand, Internet & email on the TV, wired & wireless HSIA in the guest room, meetings rooms and public areas) over a single converged IP network.

As a market leader of in-room guest entertainment systems, ETV Interactive continually strives to deliver the latest advances in technology to meet both current and future needs of the global hospitality market. ETV Interactive is excited to offer hoteliers more than just **PMS** integration for Billing purposes. By adding **VOIP** integration to the product offering, IP telephony is integrated with the TV, enabling guest messaging and interactive calling as part of a promotional service offering.

Enhancing the product further still with **EPOS** integration allows hoteliers and guests alike to benefit from the ability to order food and beverages, book a spa treatment, make a dinner reservation and even book a golfing tee-off time - all from the comfort and convenience of the television screen within the guest room.

But ETV Interactive's system integration doesn't stop there. With lots more exciting features planned over the coming months, like integrating with **Energy Management Systems** to allow guest room climate control and lighting options to be controlled by the TV and via guest personal profile preferences within the hotel's property management system (PMS), the benefits of investing in ETVi are stronger than ever before.

To showcase the very latest product developments, ETV Interactive is hosting a series of Convergence Showcase events throughout 2007.

Summary of the Showcase Event 13-16 March 2007

In attendance at the Convergence Showcase event in March were: Louvre Hotels from France, Peninsula Hotels from Hong Kong, Hotel Conseil (France) and UK based IT communications consultancy - Alpha Business.

Following the success of the February Convergence Showcase event, feedback on the March event was again highly encouraging, with all hoteliers in attendance agreeing that adding a fully converged VOIP, EPOS and Energy Management service to existing interactive TV and Internet services, was a prime aim of any future buying decisions being made by hotel groups in today's fast moving Hospitality market.

One Converged Solution		➔	One Managed Service	
ETV Interactive	Content & Guest UI		One Point of Contact Maintenance & Support	ETV Interactive
ETV Interactive, NEC Philips, Tiger Communications, iControl	Software	ETV Interactive, NEC Philips		Hardware
ETV Interactive	Internet Provision for HSIA (WiFi), and Internet, Email & Radio on TV	Allied Telesis, NBC		Network Equipment & Cabling



The Converged IP Solution for Hospitality

The Hotel Operator's View

Louvre Hotels

“Investing in a future-proofed solution within budget is a primary requirement for Louvre Hotels - Europe’s second largest hotel chain. Attending ETV’s Convergence Showcase event today has been extremely worthwhile and I am greatly encouraged by what I have seen with regards to vendor convergence and the future of hotel business & entertainment solutions”.

Thierry Guiraudios (IT Director)

The Hotel Consultant's View

Alpha Business Communications Ltd

“Alpha Business is committed to assisting UK hoteliers realise the value and importance of convergence and ultimately operational savings, by choosing a single supplier to deliver multiple services using a single infrastructure. Alpha Business has partnered with ETV Interactive for exactly this reason, and we look forward to developing a partnership over the coming months to jointly assist the Hospitality market”.

Andy Ellis (Director)

The Partner's View

NEC-Philips

“With over 50 years experience providing systems, applications, networks and services to hospitality customers worldwide, NEC Philips is delighted to integrate with ETV’s market-leading in-room business & entertainment system (ETVi), to provide key VoIP solutions to the Industry. Helping hoteliers decrease costs by streamlining lines of communications and increase in-room revenues through the promotion of hotel services, is a key aim of NEC Philip’s hotel telecoms philosophy and one which we look forward to working in partnership with ETV to develop further”.

Paul Bruce (Account Manager - NEC Philips Unified Solutions UK Limited)

Steven Morris, ETV Interactive’s CEO said:

“ETV is delighted to be able to offer the industry a fully converged solution which not only caters for the needs of Operators and their guests today, but ensures that any future integration with IP based technologies is possible through ETV’s strategy to promote interoperability and offer a converged solution that is both future proofed and a sound investment for hoteliers today”.