

**ETV INTERACTIVE**

## Digital In-Room Entertainment and Communications For Hotels



### **One Supplier, One Service, Multiple Revenue Streams**

#### **INTRODUCTION**

This document highlights the main features and benefits of the ETVi product—the world's first end-to-end digital interactive TV & Communications solution for Hotels.

For a more detailed appraisal of the ETVi system, a product demonstration is highly recommended.

To request a free demonstration DVD, simply contact ETV on +44 (0) 1786 455150, or by email:

[laura.mcbrier@etvinteractive.com](mailto:laura.mcbrier@etvinteractive.com)



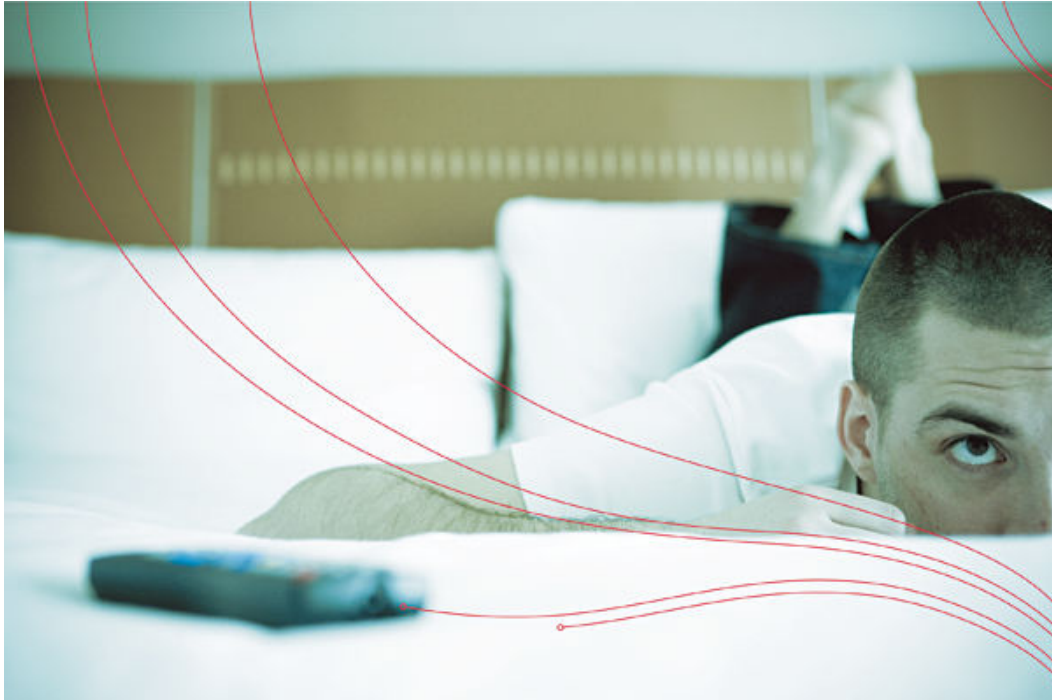
# EXPECT MORE

In most hotels, in-room TV and communication packages end up costing large amounts of money. **ETV Interactive is different.**

Our systems are designed to **deliver profit**, at the same time as **increasing guest retention.**

The world of TV is changing. The challenge for today's progressive hotelier is how to manage IT developments and future proof the hotel, whilst providing a compelling viewing package for the guest.

Staying ahead of the competition is a must and maximizing revenues per available room is the ultimate aim of any hotel—no matter what size, grade or geographic location.



# FUTURE PROOFED

With proven technology, ETV ensures each hotel will be ready for the digital revolution, as analogue TV signal is progressively switched off.

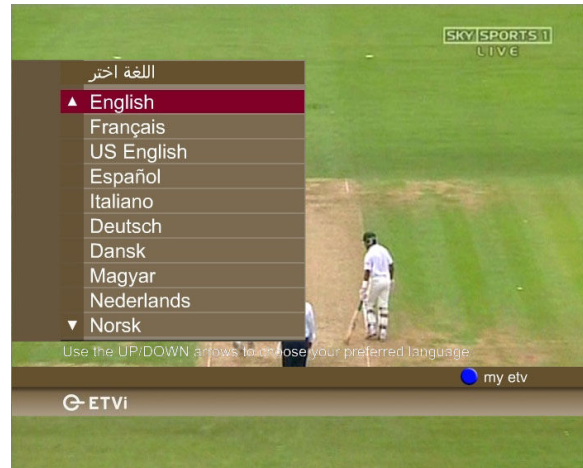
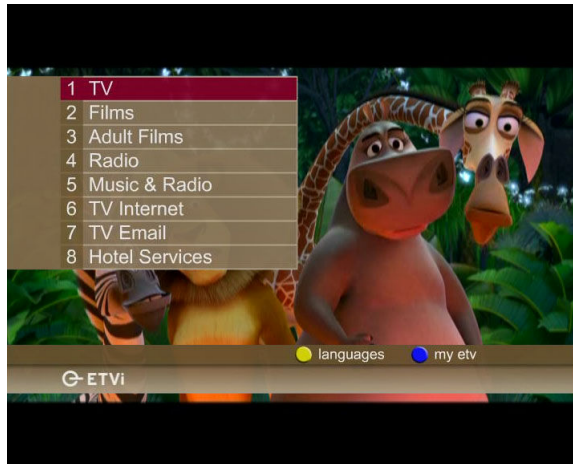
With one cable, our unique IP product offering provides multiple revenue streams for the hotel and provides the guest with an unforgettable experience –unlimited choice of digital TV and radio channels; video, music & games on-demand and multiple high speed internet services (including Wi-Fi, on TV & fixed).

But that's not all! Our market-leading, converged IP platform offers up many more opportunities, including VOIP, Retail (EPOS) and Energy Management Systems—seamlessly integrated within the one, cost effective system.

Creating a competitive guest experience can no longer include a basic in-room entertainment system. Investing in ETV today also means investing in the future, and secures a home from home experience for guests.

A competitive, integrated offering that's future proofed, tried and tested and offers multiple revenue streams. Can you afford not to invest?

**ETV Interactive - shaping the future of hospitality.**



## EASE OF USE

### THE ETVi MAIN MENU SCREEN

The ETVi main menu or opening screen, shown above is visually appealing and designed to simplify the guest experience. We believe that the hotel TV system should not differ from how we all experience viewing digital TV at home, therefore the design is much more in tune with mainstream domestic satellite and cable TV systems than traditional hotel TV systems. ETV has invested substantially in the design and usability of the ETVi product and commissioned an award winning design team to advise and consult us along the way.

The main menu screen allows the hotel operator to either promote first run films immediately upon the guest entering the room, or to broadcast high quality promotional video material. In fact, both first run films and hotel promotional video material can be broadcasted side by side in a continuous loop. This gives the hotel operator complete control of how the product should look and feel upon entry to the guest room.

Initial set up and changes can be made by the hotel operator using ETV's Hotel Administration Portal.

### BENEFITS

- 'Home from Home' guest experience
- Familiar look and feel
- Ease to Use
- Customer Friendly
- Visually Appealing
- Hotel Customisation
- Reinforced Brand Identity
- Promotion of corporate colours
- Standardised Visual Impact

### LANGUAGES

The ETVi product is localized in over 25 different languages including most European, Spanish, Arabic, Thai and Chinese variations. The guest is simply required to select their preferred language and the screens are dynamically updated to the language of choice. A future release of ETVi will utilize the property management software to detect the nationality of the hotel guest upon check in at the hotel, creating a fully automated process. This will enable the hotel guest to check in & read the menus in their native language.

### BENEFITS

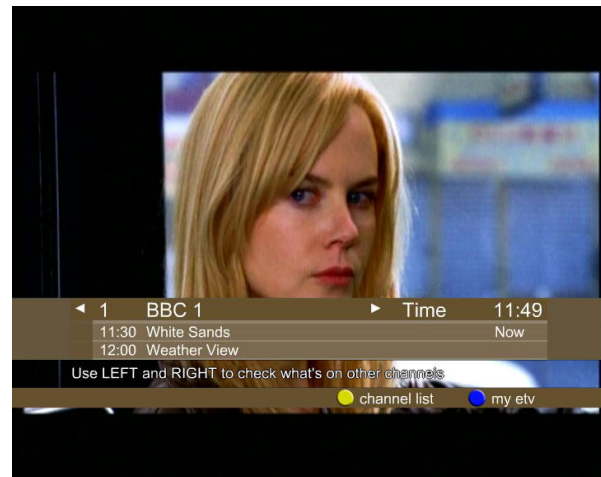
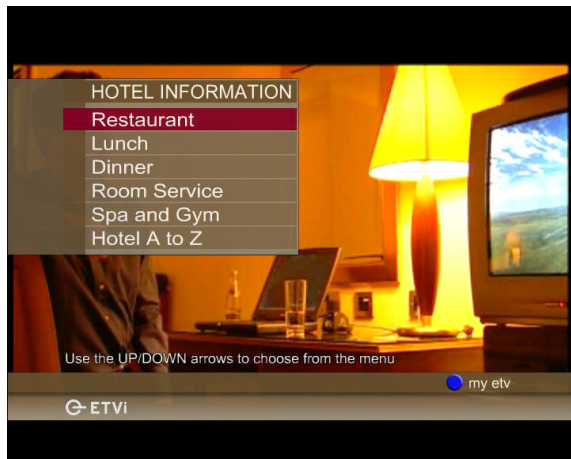
- Truly International system
- Language Barriers overcome
- Ease of navigation for the foreign guest
- Reduced time required by hotel staff to help foreign guests become familiar with the system.

### HOTEL SERVICES

By uploading the in-room information directory onto the TV screen, key facts on hotel services on offer can be quickly and easily referenced by guests.

### BENEFITS

- Instant guest access to information
- Reduced Hotel costs of hard copy directory publication
- Easy to update
- Modern twist to in-room informational sources



## TRUE DIGITAL TV

### HOTEL INTERACTIVE CHANNEL

Extending the functionality of the Hotel Services channel, ETV's **Interactive Channel**, allows hoteliers to promote local attractions, in-house services and other hotel group properties to the guest. It uniquely offers interaction by the guest through on-screen reservations and requests, such as theatre ticket booking, a dinner reservation or beauty room treatment.

Pressing the appropriate button on the remote control automatically prompts a member of staff to call the guest and confirm the booking.

#### BENEFITS

- Increased hotel facility bookings
- Hotel commission revenues through local advertising opportunities
- Cross promotion of group portfolio made possible
- Interactive guest access to information on local attractions, entertainment and hotel facilities
- Private and convenient means of guest booking choice

### MY ETV

MY ETV gives the hotel guest quick & easy access to personal transactions, such as billing information & allows for the review of previously selected films, music play lists, TV Internet & Email sessions. Access to voice messages & email messages waiting will soon be made available too.

#### BENEFITS

- Hotel customer Surveys
- Instant communication with guest
- Guest access to View Bill & Express Checkout
- Instant guest communication with the hotel
- Easy access to ETVi Wake up Service & ETVi Sleep Timer

### DIGITAL TV CHANNELS

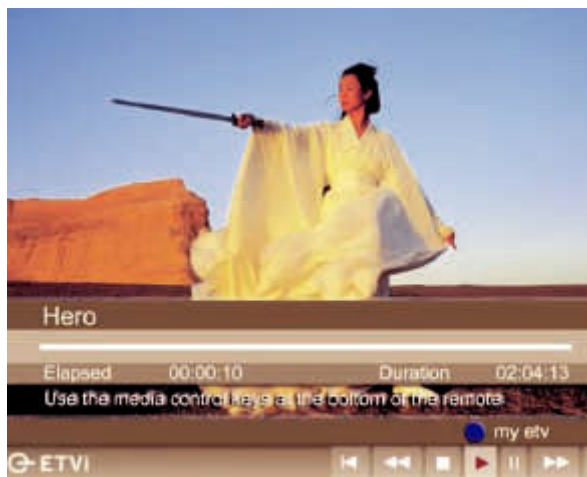
Need to offer Japanese channels in the UK? Or Arabic channels in Thailand? ETV's market leading digital hospitality product allows for the supply of thousands of free to air and subscription based TV channels to the guest room.

Using proprietary technology that can scale from a 50-bed hotel to 3,000 beds on a single location, the ETV product aggregates TV channels inside one box and has the ability to decode TV channels from multiple terrestrial, cable and satellite TV sources. From the latest Hollywood blockbusters to localised TV channels, output picture quality and sound is DVD like and vastly superior to traditional hotel TV systems. Displaying now and next information and a TV channel list, guests are in control of the TV set when selecting favourite TV programs.

Future releases will include personal recording capability thereby enhancing the guest experience even more and pre-recorded TV channels will also be a forthcoming feature, allowing the guest to catch up on previously broadcasted TV channels prior to arrival at the hotel.

#### BENEFITS

- Hotel revenue generator through pre-DVD blockbuster film release
- Competition differentiator with increased guest satisfaction and customer retention
- True Digital TV offering superior TV picture & sound quality
- TV channel line up can be changed effortlessly with one click of a button
- Unlimited guest choice of National & International TV channels
- TV channels in the guest's native language
- On screen TV channel listing
- Now and Next programme information



## ON DEMAND SERVICES

### VIDEO ON DEMAND (VOD)

The ETV VOD service is a world apart from traditional pay-TV. To begin with, the entire system is designed to **drive revenues**. That's why we built an incredibly easy-to-use interface. And it's why we've added features you simply wouldn't expect - features which keep guests coming back for more. Pause. Fast-forward. Rewind. We offer true video-on-demand, allowing your guests 24 hour access to view their video as many times as they want. They can pause, fast-forward, rewind, skip back and skip forward the action any time they like - putting them in full control.

Always selling on your behalf, when a guest moves from watching TV, the ETVi product immediately starts a reel of latest release film trailers promoting first run films. So you know ETV is constantly working to drive more revenues from your entertainment system. The screen representation above illustrates DVD like controls. This design allows the guest to start, stop, pause films in the exact same way that we all control our DVD players at home. Contextual help is available on screen as shown above to help the guest at all times.

### BENEFITS

- Revenue opportunity
- Differentiator
- Guest retention
- Meet brand standards-provide a 5 star service
- True on demand service for guest, delivering the latest 'must see' movies

### CONTENT

With a wide range of the latest Hollywood blockbusters, British and International film titles on offer, ETV provide the latest 'must see' movies on a regular basis, through secured relationships with leading global, film producers, including Paramount, Universal, Touchstone, MGM, Warner, Disney and many more ...

### MUSIC ON DEMAND (MOD)

Imagine giving every hotel guest his or her very own personal iPod™. That's the idea behind our MOD service - with up to 10,000 songs to choose from, from Green Day to Greig to The Grateful Dead, guests can search by artist, title, decade, genre or album.

With an easy to navigate search facility, selecting favourite songs to create a favourite play list is simple. Once a favourite play list is complete, the guest can multitask by listening to his or her chosen play list whilst browsing the Internet and/or checking emails at the same time.

To enhance sound quality to the maximum, the ETV MOD feature also supports stereo outputs to additional speakers and/or 5.1 Dolby Digital Surround systems

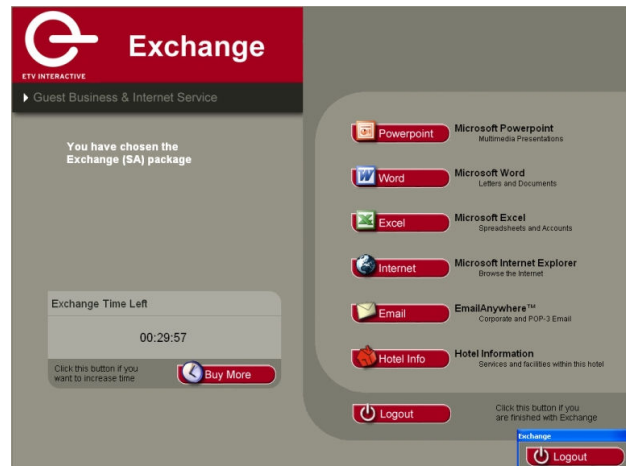
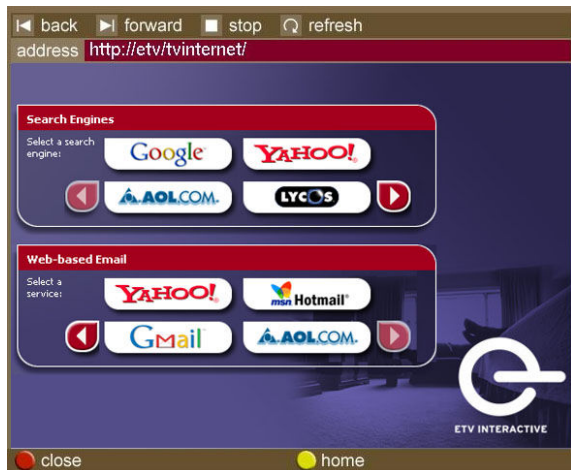
### INTERNATIONAL RADIO

As well as music on demand, we also offer a traditional hotel radio service - but with a twist. While your guests probably expect a small selection of national and local stations, we're able to offer a much broader choice. From pop and rock, to news and sport - there's a huge choice on offer.

### BENEFITS

Through personalised music choices and an international range of radio channels, guests can enjoy yet another unique 5 star service offering, helping to make their stay a personal, entertaining and rewarding experience.

- Hotel revenues increased
- Guest satisfaction levels improved and retention secured
- Differentiates hotel service from the competition



## COMMUNICATION & BUSINESS TOOLS

### TV INTERNET & EMAIL

From checking flight connections, to catching up with the latest news - the Internet has a lot to offer today's modern business and leisure traveller. With ETV's TV Internet system, the guest simply pays for Internet access when they check-in or when they log on to the system. With or without a laptop computer, guests can access the internet and receive email from personal accounts, by clicking on the main menu (as shown), and then entering a few basic details to begin downloading their mail.

The ETVi TV Internet browser is simplified for use, giving the guest the ability to browse web sites of their choice and short cuts to the most popular Internet search engines and Internet based email services. These days, almost everyone relies on email to stay in touch. However, not everyone has a laptop - or is prepared to bring one on each and every trip. With the ETVi TV Email feature, the guest simply pays for email access when they check-in - or when they log on. Getting online to send and retrieve email is simple.

### HIGH SPEED INTERNET ACCESS & WIFI

Providing high speed internet access is a prerequisite of many business guests today and ETV can cater for this requirement by allowing your guests access to the internet in their rooms or public areas - wired or wireless.

We offer a complete internet access service - including in-room, meeting and conference spaces and wireless. With us, you get the complete package - from the networking to the connection to the internet service provider (ISP), all within the one, easily manageable service and bill.

### BUSINESS CENTER

Some guests may still require office facilities during their stay, another service ETV is happy to provide.

A last minute report. Downloading a presentation. Putting the finishing touches to a sales spreadsheet. Planning a day trip. There are hundreds of reasons your guests could need a PC - but the truth is that many guests don't have a laptop.

Our business centre offers these guests a fast, reliable PC - loaded with Microsoft Office and connected to a colour printer. Guests can check office emails, use the internet, print files and generally work as if they were back in the office.

### BENEFITS

Internet, Email, PC & Printer are fast becoming the requirement of the business traveller and modern guest.

Enhancing the guest experience through the provision of these services can lead to many benefits, including:

- Hotel revenue opportunity
- Differentiator
- Guest retention & satisfaction
- Guest privacy—in room access to web sites and email accounts
- Easy access via TV without laptop PC
- Simple to use internet keyboard
- Quality of Service—Virtual Private Network Support
- Ease of use
- Convenient and reliable
- Business office environment. Printing facilities and MS office integration
- Bundle options—internet + films



## SYSTEM TOOLS

### ETVi REMOTE CONTROL UNIT

The ETVi remote control unit (shown above) has been designed specifically for ETV. It is unique in design and offers the hotel operator a sleek and contemporary look and feel. Guests feel comfortable using it, while the slim design fits comfortably in the guest's hand.

### ETVi KEYBOARD

The ETVi keyboard (shown above) was also designed for ETV and in keeping with the ETVi remote control unit, offers the hotel operator a special look and feel. Again, designed to offer the guest a comfortable grip and intuitive access controls, the ETVi keyboard has a specially adapted in-built mouse, to help navigate throughout Internet and email pages.

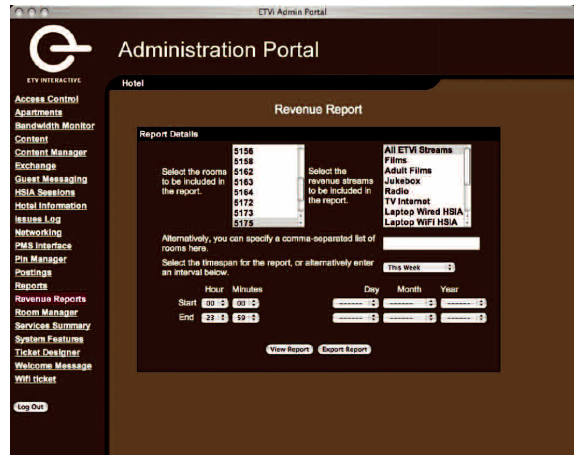
### INTEGRATION WITH TV SETS

The ETVi system integrates with the latest HD ready, modern TV sets, giving a contemporary look and feel to the guest room and promoting a 5 star finish throughout the hotel.

ETV can recommend a suitable set but should the system be required to integrate with existing TV's, not a problem! ETVi can integrate with most television sets currently on the market.

### INTEGRATION WITH HOTEL PMS PRODUCTS

The ETVi product is already integrated with the majority of the world's leading property management system (PMS) products including Micros Fidelio, Springer Miller, Softbrands, CLS, Brilliant, RedSky, GuestLink and more. Should your hotel require a proprietary hotel PMS product or a PMS not listed above integrated with ETVi, we offer a service that makes this process simple, cost effective and pain free.



### ETVi ADMINISTRATION PORTAL

The ETVi Administration Portal (above) is the hotel's gateway into the ETVi system and all of its features.

Spare remote control and keyboard units can be ordered, access control can be set, bandwidth can be monitored and TV, radio & music content managed.

Any issues can be logged on-line, the hotel PMS can be monitored, reports can be generated and PIN numbers for security can be administrated.

Most importantly revenue reports can be created in real time from any where in the world, providing access to revenue totals over pre-defined periods of time. This helps hotels monitor system usage and package services together to increase revenue potentials, for example Business Centre + music.

Tickets to grant access to a service can also be issued - making the ETVi Admin Portal a very powerful tool for your hotel.

### ONE SUPPLIER, ONE CABLE

An in-room TV system that offers much more than in-room TV. From regular terrestrial, cable and satellite TV channels, to on-demand movies, music, TV Internet, TV email, in-room telephone and WiFi broadband access - we deliver everything through a single cable, ensuring that disruption and clutter are kept to a minimum. Using only well-proven technology, which makes for a painless installation - and a trouble-free life. The ETV system can be installed over existing telephone wiring and old-fashioned analogue cabling, as well as operating across Coax, Cat 5 & 6 cables and IP-over-Ethernet, encompassing "triple-play" next generation technology, **future proofing your investment.**

## Some of the hotels offering the ETV experience to their guests

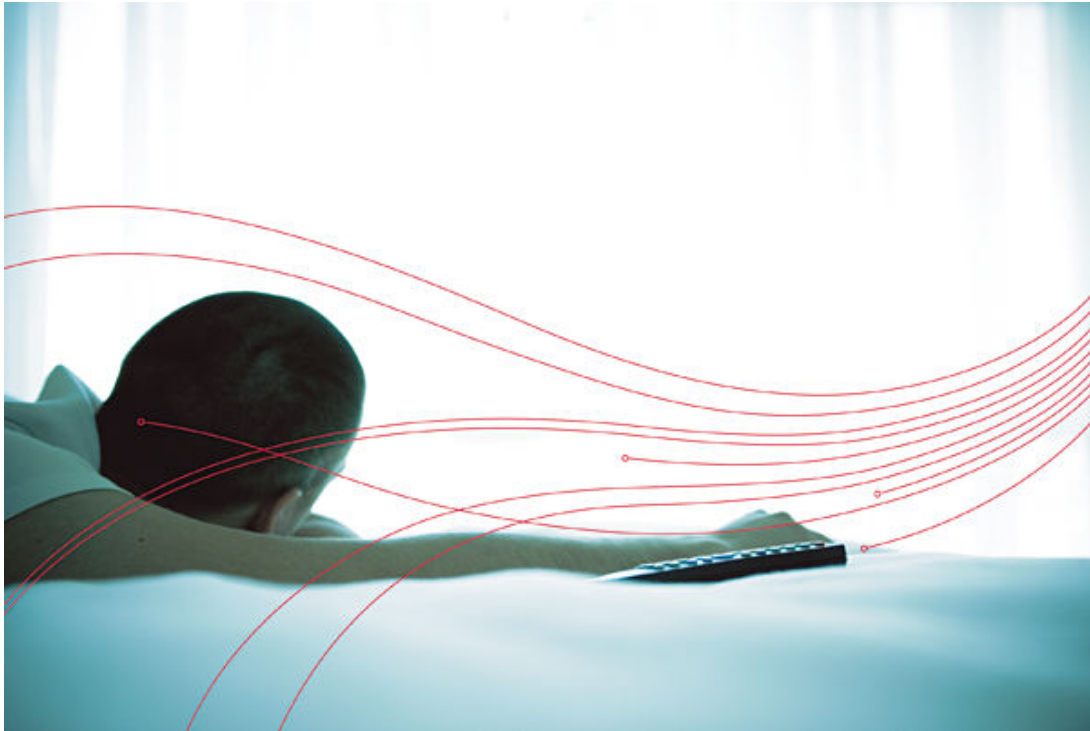
### What the hotels have been saying about ETV

Holiday Inn Kensington quadrupled their revenue generation, measured against the previous supplier after installing ETV.

“ETV is a preferred supplier, not only for its state of the art delivery of media content, but also to provide the group with a cost effective solution that we believe gives our hotel a competitive edge. Our guests love the fact that they can access radio stations from all over the world and, with ETV's IP HSIA internet access, they can keep in touch”  
The Scotsman Hotel Group

“The eTV entertainment system at Express by Holiday Inn, Swindon, is currently rated by guests as No1 against our Express competitor set.”  
Paul Peacock, Hospitality & Capital Management Group

“In London the MET & Halkin have both upgraded to the new eTV product (eTVi) ; It is a superb product.”  
Jeremy Hunt, Metropolitan



## **One Stop Shop**

***One Supplier, One Service, Multiple Revenue Streams***

**Through one single cable, ETVi delivers:**

- **High Speed Internet Access in the guest room**
- **Wi-Fi throughout the hotel**
- **Internet & Email on the TV – with or without laptop**
- **IPTV- All hotel TV channels broadcast digitally**
- **Voice over IP**
- **Video on Demand**
- **Music on Demand**
- **Business Centre PC & Printer capability**
- **Hotel Services & Customisation**



## **BUSINESS BENEFITS**

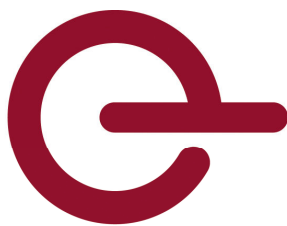
- Future proof your investment - embrace the digital revolution
- Increase hotel revenues through multiple pay-TV & Internet services
- Reduce costs - one supplier, one bill, multiple services
- Single Cable Solution. System deployment across all cables (coax, cat 5,6, ethernet & existing telephone wiring)
- Guest Satisfaction. Provide the very latest in in-room entertainment and communication systems to your guests. Key to maintaining guest retention.
- Competitive advantage. Differentiate your service offering
- Increase your brand image - promote in-house services
- Strengthen the relation between you and your guest with continuous brand building
- Exceed expectations to achieve service excellence
- Cater for international guests - multilingual capability, foreign digital TV and radio station offerings



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