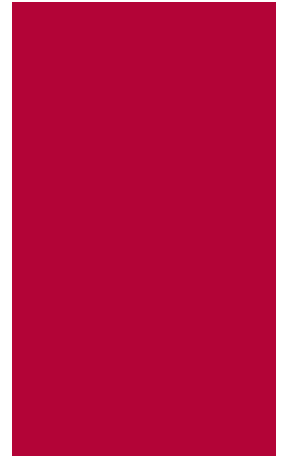






## INTRODUCTION

This document highlights some of the features and benefits of the ETVi product. For a more detailed appraisal of the ETVi product, a product demonstration is highly recommended.



## THE ETVi MAIN MENU SCREEN

The ETVi main menu or opening screen is shown above. Whilst visually appealing, the ETVi main menu screen has been designed to simplify the guest experience and be much more in tune with mainstream domestic satellite and cable TV systems. We believe that the hotel TV system should not differ from how we all experience viewing digital TV at home. For this reason, 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 has been designed to allow the hotel operator to either promote first run films immediately upon the guest entering the room for the first time or to allow the hotel 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.

## LANGUAGES

The ETVi product is localized in over 22 different languages including most European, Spanish, Arabic, Thai and Chinese. The guest is simply required to select the language of their choice 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, to fully automate the process. This will enable the hotel guest to check in & read the menus in their native language.



## MYETV

The MYETV feature gives the hotel guest quick & easy access to information that relates to transactions, access to previously selected films, music play lists, TV Internet, TV Email sessions and access to quickly set up and/or change PIN numbers for security purposes e.g. film blocking. In the future, this feature will also give access to voice messages & email messages waiting. MYETV is a unique feature of the ETVi product and can be customized by the hotel operator to short-cut the hotel guest to hotel promotions, special offers and competitions that the hotel may run from time to time. The MYETV feature has already proven to be a powerful marketing tool for hotel operators. ETV continues to encourage hotel operators to think of this feature as their own marketing medium.

## IPTV - TV CHANNELS

Need to offer Japanese channels in the UK? Or Arabic channels in Thailand? With ETV's market leading IPTV hospitality product, we can supply 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 2,000 beds on a single location. The ETV IPTV product aggregates TV channels inside one box and has the ability to decode TV channels from terrestrial, cable and satellite TV sources. A full listing of available TV channels in your Country can be obtained from ETV on request. The output picture quality and sound quality is DVD like and vastly superior to traditional hotel TV systems. Our product displays now and next information, a TV channel list and puts the guest in control of the TV set by enabling the guest to surf up and down the TV channel listings to find those favorite TV programs. A future release of the ETV IPTV product will include personal recording capability thereby enhancing the guest experience even more. Pre-recorded TV channels will also be a forthcoming feature, thereby allowing the guest to catch up on previously broadcasted TV channels prior to arrival at the hotel.



## VIDEO ON DEMAND

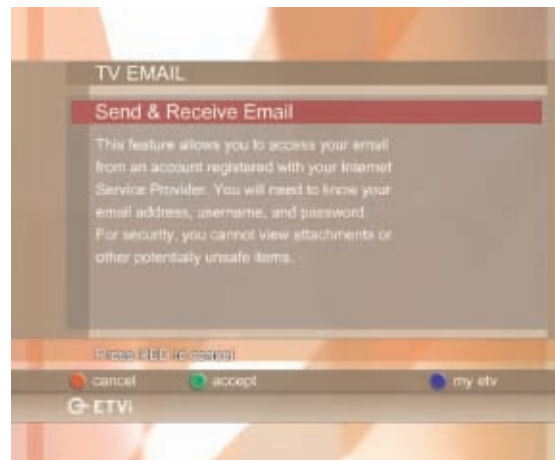
The ETV video-on-demand service is a world apart from traditional pay-TV. To begin with, the entire system is designed to drive revenues. That's why we built an incredibly easy-to-use interface. And it's why we've added features you simply wouldn't expect - features which keep guests coming back for more. Pause. Fast-forward. Rewind. We offer true video-on-demand. That means your guest have 24 hours 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.

## MUSIC ON DEMAND

Imagine giving every hotel guest his or her very own personal iPod™. That's the idea behind our music on demand service - with up to 10,000 songs to choose from. (There's a huge choice on offer, from Green Day to Greig to The Grateful Dead). Guests can search by artist, title, decade, genre or album - for a 24-access fee of around £3. The exact figure is down to you. The screen opposite shows how easy it is to find those favorite songs and create a favorite play list. Once a favorite 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 Music on Demand 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.



## TV INTERNET & EMAIL

From checking flight connections, to reading what's on guides - the Internet has a lot to offer the business and leisure traveler. With our TV Internet system, the guest simply pays for Internet access when they check-in or when they log on to the system. Receiving email from Hotmail accounts is as simple as clicking on the main menu (shown below), and then entering a few basic details to begin downloading email.

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 hotmail services are provided for ease of use. 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.

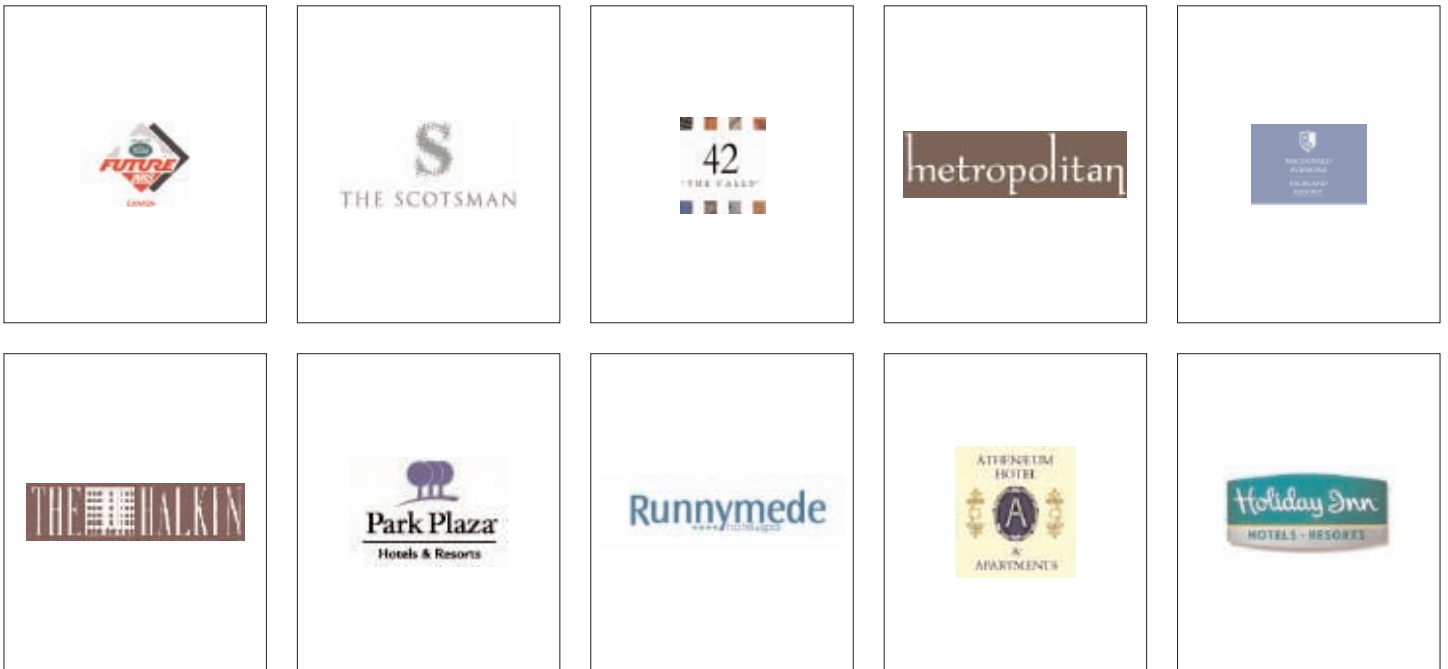


### ETVi REMOTE CONTROL UNIT

The ETVi remote control unit (shown below) has been designed specifically for ETV. It is unique in design and offers the hotel operator a sleek and contemporary look and feel.

### ETVi KEYBOARD

The ETVi keyboard (shown below) was also designed for ETV and in keeping with the ETVi remote control unit, offers the hotel operator a special look and feel.



**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**

**Some of the hotels offering the ETV experience to their guests.**



## LOOKING TO THE FUTURE

IP Telephony - The ETV IP-Telephony hotel phone system is going to turn the tide. With low cost, high quality calls, we're going to help you tempt guests away from their mobile (cell) phones - and onto an easy-to-use phone that makes you money, yet costs the guest very little. How it works. The ETV IP-Telephony hotel phone system uses a proven technology called Session initiation protocol (SIP). This sends the phone conversation over the Internet - making for extremely low-cost calls that are almost indistinguishable from calls made using a regular telephone. (SIP is an industry-recognised standard for implementation of voice-over-ip otherwise known as VoIP). The ETV IP-Telephony hotel phone system uses the same single cable as all our services - so installation is incredibly easy and capital equipment and operating costs are kept low.

## CONTACT DETAILS

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