

deuromedia Infotainment System

for all kinds of hotels
city-, airport-, wellness-, business-, konferenz-, resort-Hotels

for all kinds of guests
business-, leisure-Guests

for all kinds of infrastructure
Telefonie-CAT2, Network-CAT5/7, TV-COAX
IP (Internet Protocol) based

for all TV typs
independent of manufactor

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Service description **Multimedia Infotainmentsystem**

Overview Infotainmentsystem

1. Multimedia Entertainment

As a modern Entertainment-System it offers all possibilities of multimedia entertainment which guests are knowing from private and public service providers. Hoteliers combine these Services into their performance spectrum to offer a high assess of experience and personal service for their guests.

The main benefit for hotel market is the total integration of TV broadcast, radio, PayTV, hotel services, local information services, shopping, gaming, private and business communication, served over a modern system platform.

International TV- and radio broadcasting via satellite are usable for guests by a comfortable and easy electronic programm guide (EPG).

The integrated hotel video library presented with a high number of movies is served in every room and is usable every time by video on demnad functionality (start, stop, trace, quick play...). Security for kids is available in several levels. All entertainment content(movies, music, games, ...) is updated automatically existing satellite system or by internet. Multimedia entertainment is supplemented via attractive games for all kind of guests..

2. Communication

High speed internet access should be a standard service of each hotel. Surfing and e-mail over TV screen in the hotel room or by the guests notebook computers(CAT5 wired connection or WLAN) is available.

Hotel telephony starts to become attractive again: Voice over Internet Protocol (VoIP) technology allows to deal with international Telcos and offer attractive pricing to the guests.

Seminar and conference functions offer a presentation platform in the conference rooms with videoconferencing and communication between the participants on all the conference area and guestrooms.

3. Hotel Services

An electronic concierge function with services like personal welcome, wake up call, Video checkout, messaging, description of the Hotel Services are available as well as live promotions to the guests to increase the booking and usage rates of the own hotel services.

4. Hotel marketing- and sales tool

Regional Informations are the basis for a comfortable and pleasant stay of each guest. Information services like, weather forcast, eventcalendar, traffic info and ticket services.

Local Advertising can be displayed on the infotainment system.

The system allows the hotel management to integrate a business platform for business partners. In dialogue with executives it is possible to configure the system individually

to support partner offers and the marketing strategy of the hotel.

As central tool it is particularly usable in hotel chains for admionistration, marketing and sales.

5. Integration to PMS hotel system

(Front Office: Fidelio, Sihot, SITEC, HOGATEX)

The integration allows diverse billing methods to the guest:


- Payment based on timely usage (minutes, hours, days)
- Payment per item/service (per movie or game)
- Abonnement models (per day or week)
- Security for kids
- Multilingual services

6. Hotel Controlling Console

Additional functionality for PMS interface is available for FO- and technic staff with quick and easy services support.

- Status reportof in room equipement
- Statistic report of guest services and turn over
- Report of technical disturbance

Comfort through simplicity

The navigation and usage of the  **Multimedia Infotainmentsystems** is designed based on the latest ergonomical standards and is constantly improved. Each guest is able to use the system without manual or training.

Grand Class in each room !

All the controls in the guest room are cordless: TV remote control, keyboard, connection to the guests notebook (optional). Highest quality in picture and sound through fully digital transmission (Dolby digital Surround Qualität).

Basic system und optionale ad ons

The basic system (Video on demand) is customised for hotels with optimale investment in hardware, software, infrastrucur and services for all guest needs.

Additional and individual adaptation for hotel services are available to increase guests satisfaction.

Highest quality for digital content in picture and sound is guaranteed.

(Dolby digital surround quality)

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Detailed description of the Functions

1. Function „TV“

All international FTA channels (FreeToAir = not encrypted channels) and Radio stations receivable via Satellite can be viewed in each guest room. (number of channels is dependent on the size of the TV server system).

For the selection of the channels through the guest there are several ways:

a) a comfortable EPG (electronic Program Guide)

b) Selection by language of the channel



c) selection by country of the channel

d) selection by topic of the channel



FTA and encrypted Channels can be offered.

1. in case of reception through ASTRA 19,2 east and Hotbird 13 east the channel list can be built out of a group of 130 FTA and more than 150 encrypted channels (in case of encrypted channels the Hotel / Operator has to sign the contract with the respective channel and deliver the CI Card).
2. the order of channels in the list can be reordered based on the language/nationality of the guest → the information is received from the integrated Front Office Systems (actually available: GUBSE/SIHOT and Fidelio. in preparation: Hogatex und SITEK).
3. each TV or Radiochannel can be used for the Wakeup Service.



2. Function „Radio“

All the functions described under point 1. (TV) are also valid for the radio service.



3. Function „EPG“ (electronic Program Guide)

Reception and display of EPG Data on the TV/LCD Screen → allows also the selection of the desired channel.

4. Function „Video on Demand“ (VOD)

1. a selection of more than 30 movies in up to 4 languages (dependant on the availability from the movie studios) can be offered to the guests. Typically the size of the system is set to 20% concurrent users. This ratio can be increased with additional Hardware.
2. The movies are automatically updated via Internet or Satellite. The movie licences are not included in the deuromedia offer.
3. real Video on Demand functionality: Start of movies at any time with functions like: Start, Stop, pause, fast forward/backward Function.



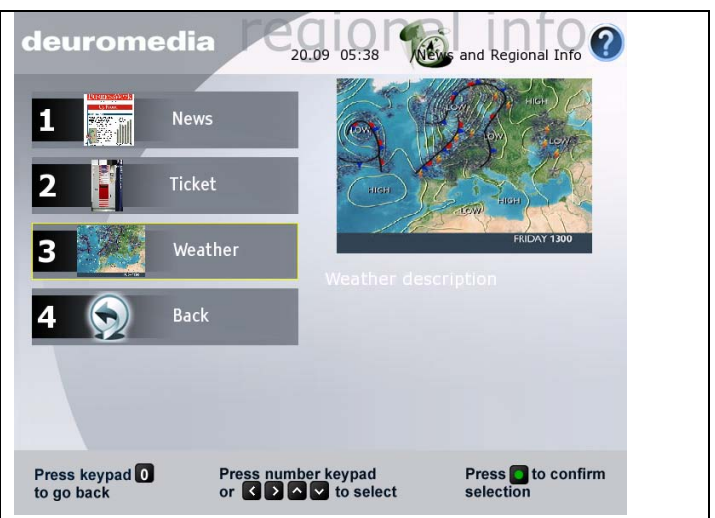
5. Function „Internet“

1. guests have access to the internet in every room via the TV/LCD Screen.
2. connecting the guests notebook computer via LAN cable (or optional via WLAN in the room) (full plug & play functionality and different types of billing).
3. Deuromedia proposes to use an external internet connection of minimum 2Mbps (down) to 1 Mbps (up) per 25 rooms. The Internet Connection to the local ISP (Telco) is not included in the offer.



6. Software Packet Hotel Infotainment System

1. contains all the functions for the hotels service description (Guest Directory)
2. a Basic CMS (Content Management System) for the hotel to do the content adaptations and diverse promotions to guests.
3. personal welcome of each guest in his home language.
4. Messaging (initiated through the reception desk (→ front office System) on the TV/LCD screen in the room
5. Bill preview and quick Checkout, inclusive Credit Card and other types of electronic payment
6. Regional informationsystem with Basis CMS:
 1. News
 2. Weather
 3. Events and culture



The Content is not included in Deuromedias offer.

7. Software Package hotel internal Services

1. delivering of the billing data: the infotainment System generates billing records for VOD, Gaming, Shopping und Internet Services (= „Event Tickets“). These records will be delivered via a documented interface to defined front office systems or allow a SW engineer to capture and use the data.
2. MiniShop: up to 10 different products can be sold to the guest.
3. Function Room Service (Housekeeping): employees can use their personal PIN code in each room to access to the system and receive the personal checklist on the screen in the room: enter Status of the room and e.g. Minibar which delivers these data automatically to the reception Desk (front Office System).
4. Fire Alarm
 - preconditions:
 - 1) the alarmsystem delivers through the Front Office System (Fidelio, SIHOT, Hogatex, etc.) a signal
 - 2) the TV/LCD screen can be contolled through the STB (roomgateway) standby→on (actually integrated with Philips, LG). Other TV/LCDs will follow.
5. additional processes can be defined together with the customer (Hotel) on a project basis.

8. multilingual Menues and Navigation

The full navigation is available in the most used languages. A preselection per room is done through the input in the front office system based on mother tongue and nationality of the guest in the respective room.



9. optional Extensions:

1. WLAN Internet access in the room

The roomgateway can be supplied with a WLAN accespoint modul. This delivers full Plug and Play functionality on a wireless mode to connect the guests notebook computer (available Q2 2006).

2. DVD/CD player hardware integrated in the Roomgateway

Video DVDs and Music CDs can be consumed in the room.

3. Gaming

different Games can be played on the TV/LCD screen using the remote control as input.



10. Integration to the PMS / Front Office System (certified Front Office system: Fidelio, GUBSE/Sihot, others coming soon):

The integration allows diverse billing methods to the guest:

- Payment based on timely usage (minutes, hours, days)
- Payment per item/service (per movie or game)
- Abonnement models (per day or week)

Different types of promotions and product bundles are supported.

Statistical analysis on the usage can be displayed in tables and graphs.

The main menu is the entrance to the different services:



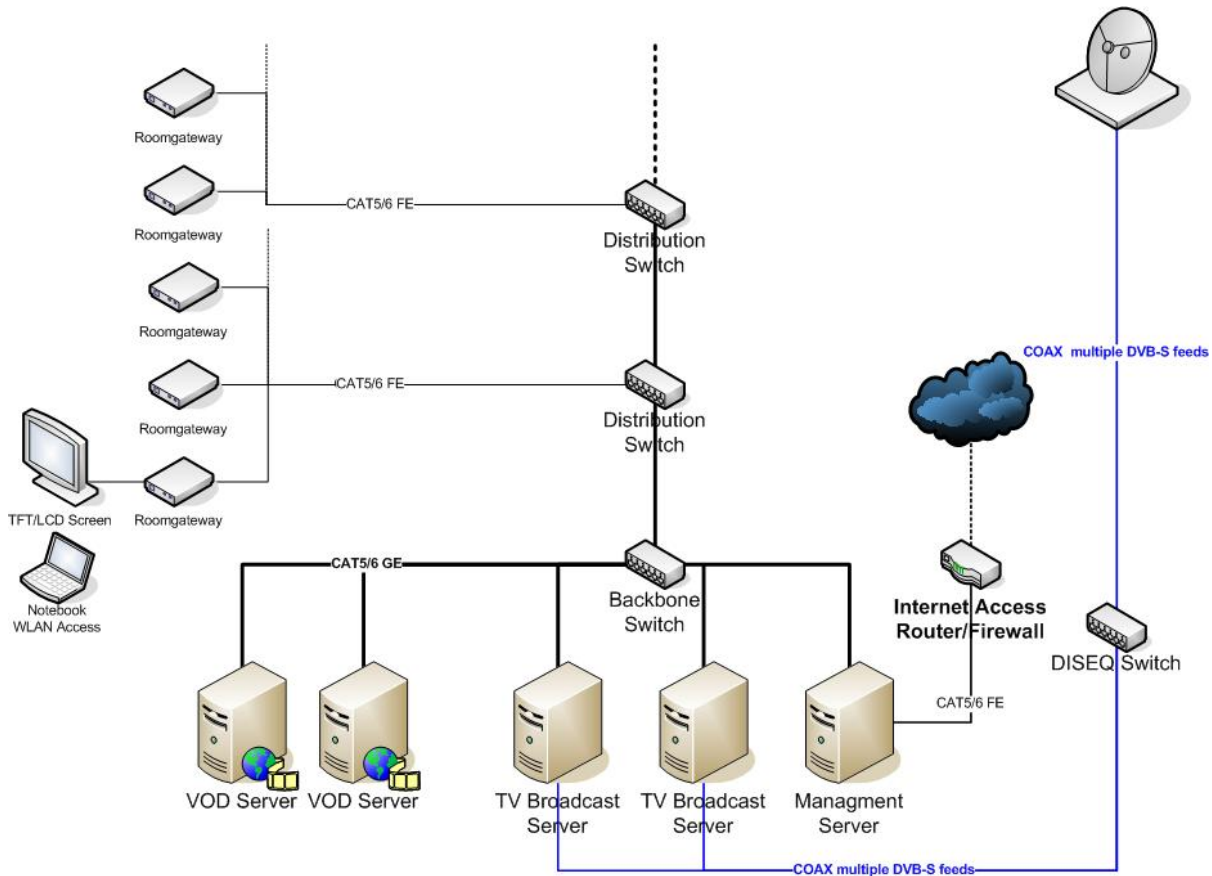
Technology Overview

The fully digital **Hotel Infotainmentsystem** integrates existing standardised technology which leads to a scalable and cost effective solution.

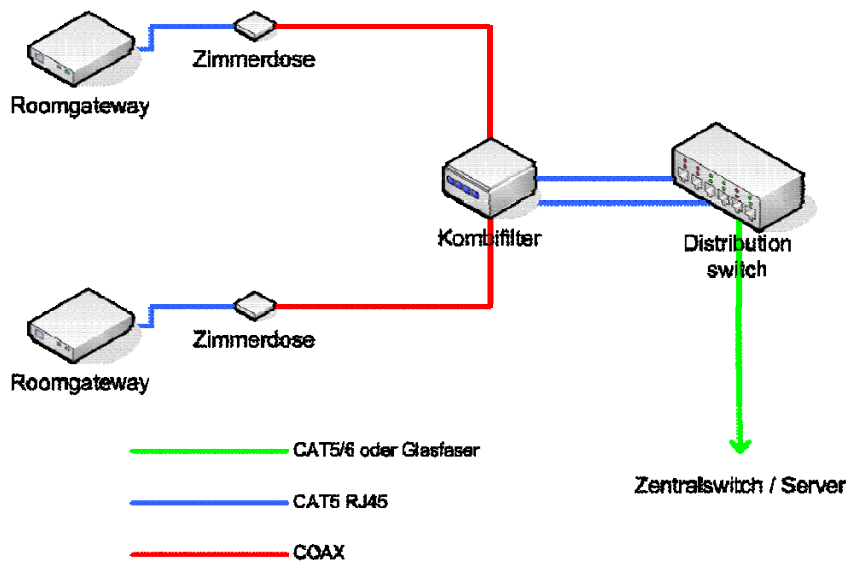
The Network infrastructure bases on standard CAT5 (or better) cabling and network elements.

No cost effective Satellite reception systems are necessary.

1. Architektur Overview



2. Transmission via Coax Star Topology Cabling



3. System Preconditions:

TV/LCD:

Each screen is connected through SCART or DVI or HDMI and a control Signal.
Compatibility of the roomgateway with the screen has to be checked in advance.

Cabling: CAT5 (or better e.g. CAT7) or COAX cabling in star topology per floor.

A digital Satellite receptionssystem with minimum 22 DiSeQ ports.