

Be welcoming.

Be unlimited.

Be smart.

Be talkative.

Be original.

Simply be.

ON AIR

.1 Don’t call it just Interactive TV.

.2 Be welcoming. Offer a wealth of content *live*.

.3 Be unlimited. Offer entertainment that goes beyond every expectation.

.4 Be smart. Sell services.

.5 Be talkative. Communicate without limits.

.6 Be original. Make your own TV.

.7 Simply be.

.8 Hospitality before, during, and after.

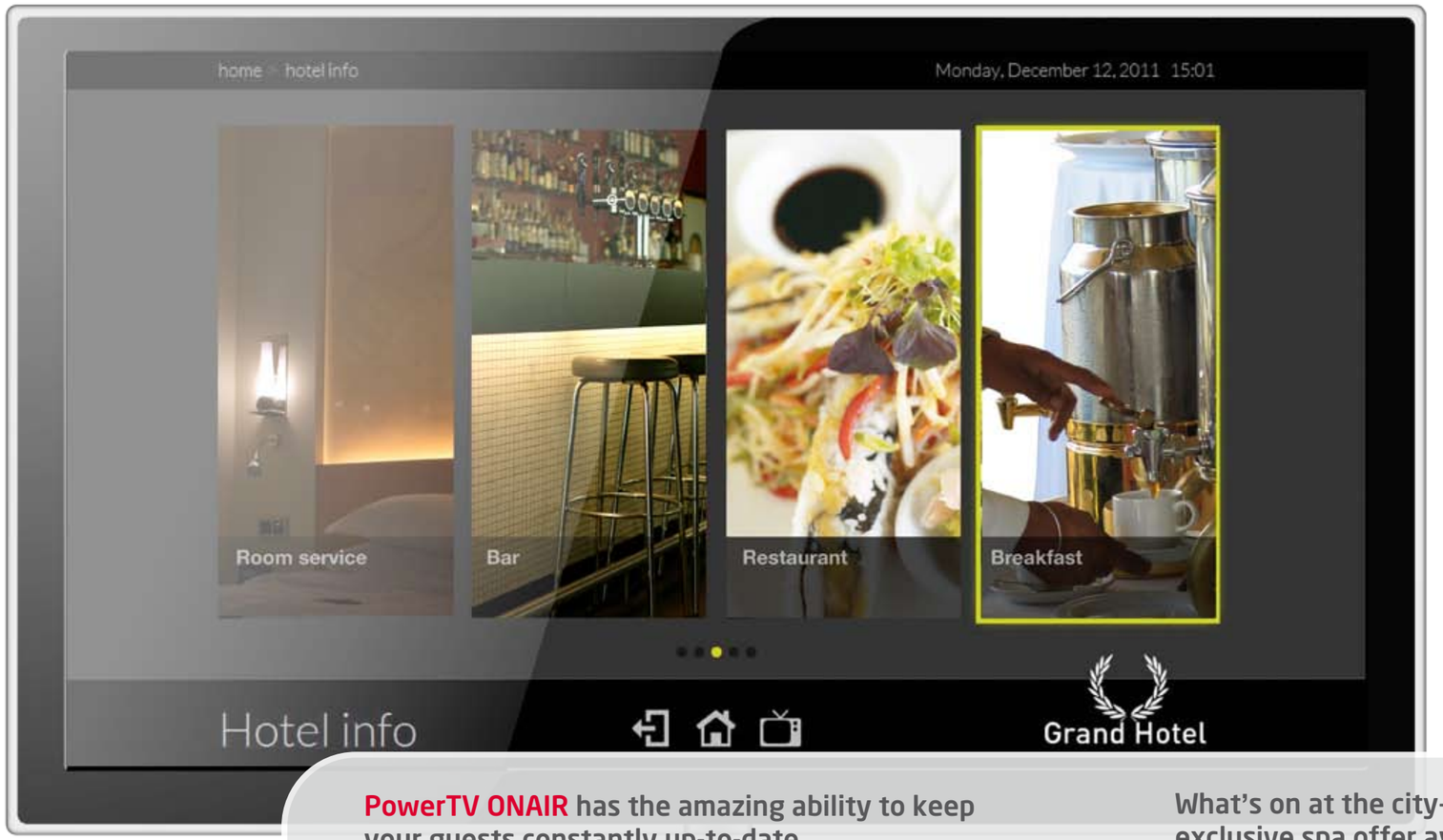
Don’t call it just Interactive TV.





PowerTV ONAIR is a revolutionary system that welcomes guests by stimulating the senses and enhancing the potential and image of your hotel. It's not just an **in-room TV**, it’s an original set of multi-platform tools with live content that will change your way of being hospitable, of offering services and entertainment, and of communicating and maximizing earnings.
Take it from us: it would be impossible to describe it as only **interactive TV**.

Be welcoming. Offer a wealth of content *live.*





PowerTV ONAIR has the amazing ability to keep your guests constantly up-to-date.
Gossip spreading may be its only weakness - we can't deny it. A minute won't pass without them being able to find out just about everything.
What's cooking in your new restaurant.

What's on at the city-centre theatres the exclusive spa offer available this morning only or the exclusive Lady Gaga concert on tonight only. Every day a **vast range of content** is selected by our staff or written by you, live and direct onto TV, **iPad®** and **iPhone®**.

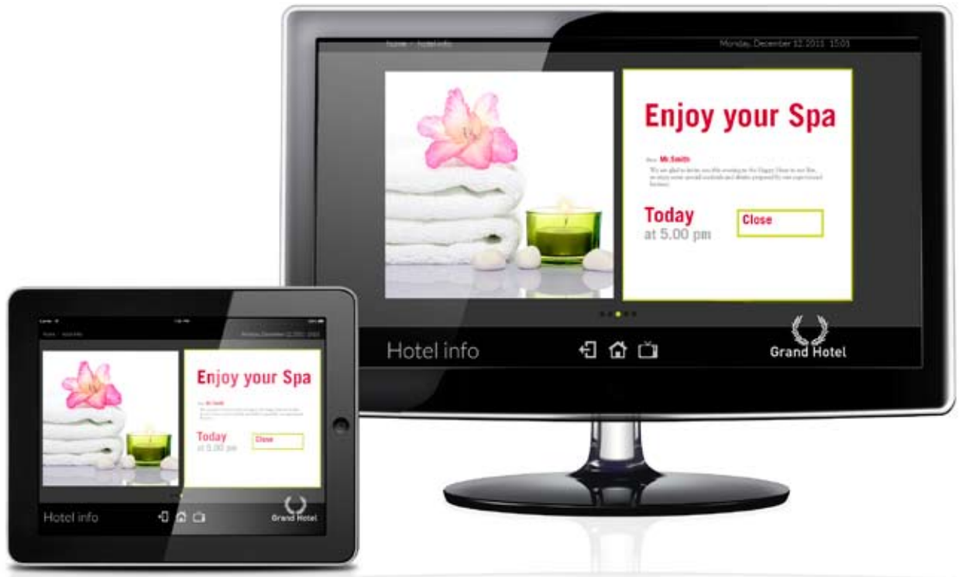
Be unlimited. Offer entertainment that goes beyond every expectation.

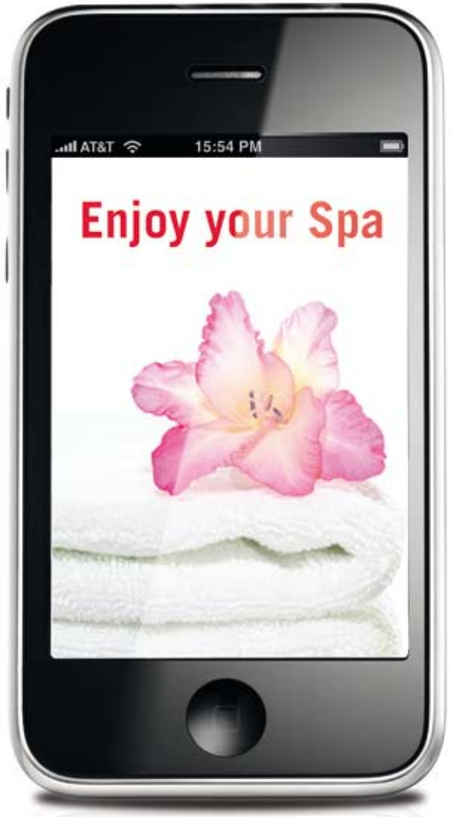




With **PowerTV ONAIR** guests enjoy themselves more than they could possibly **imagine**.
The technology does not limit the imagination, on the contrary, it enhances it.
Hundreds of television programs in **digital** **quality** from all over the world, thousands of songs and radio stations, **unlimited Internet** access, blogs, e-mail, and, last but not least, the best web clips selected by our editorialstaff.
Now, isn't that enough to make anyone happy.

Be smart. Sell services.





Look around, you won't find anything smarter than a **TV**, a **tablet** or a **smart phone** to present and sell your services.

A hungry guest Send the menu directly to their **iPad®**. Ordering is not only easy, but fun, and marketing studies show that it works better. So, be **smart**. Sell your services.

Be talkative. Communicate without limits.





Look for it everywhere, you won't find a more convincing, powerful and versatile communication tool than **PowerTV ONAIR. Powerful**, because it helps you reach every room, powerfully, yet discreetly. **Versatile**, because it updates content whenever you want, at no cost and with no waiting.

Convincing, because it enhances your message.
So, be talkative.
Communicate without limits.

Be original. Make your own TV.



Background



Buttons



Font



Apps



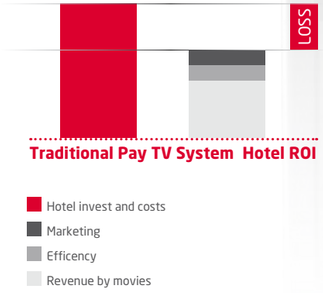
Try it; you'll feel satisfied like never before. Three steps are enough.
ONE: Choose the content you want to offer your guests from the **PowerTV ONAIR Appllication Store**. From music to the weather, from news to events - there's a wealth of opportunity.

TWO: Customize the interface with a topic of your choice. Colours, shapes, images - a world of choice is available.
THREE: Find a TV in your hotel and admire the results. We're betting you will be very enthusiastic.

Simply be.

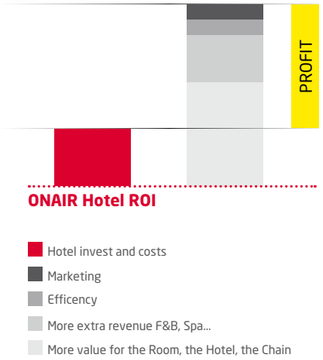






PowerTV ONAIR not only helps you express your style and make it valuable, it earns revenue too - and it pays for itself. It does so in two distinct ways. **Firstly**, it allows you to communicate your services and offers to guests through dedicated interactive pages or television messages.

Secondly, it sells services, gadgets and bookings directly from a **TV, PC, iPhone®** or **iPad®**.
Just think, with only a couple of extra orders through room service a month via **PowerTV ONAIR** the entire system pays for itself.
The rest is profit.



Hospitality: before, during and after.



By now it's crystal clear. **PowerTV ONAIR** is the **multi-platform** reception system that helps you to manage relations with guests **before**, **during** and **after** their stay at your hotel. Each of these moments is an extraordinary opportunity to promote, inform, care, and grow loyalty. **PowerTV OnAir** is the only **integrated system** available today that can guarantee **best results** in terms of quality, supply, and profit return. All at a **minimal cost**.

CREDITS

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VDA Publishing & Communication Department

February, 2012



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