

POWERTV INFO HOTEL MAGAZINE

EDITORIAL FORMAT DESCRIPTION AND SERVICES

PROPOSAL FOR
THE MANAGEMENT
OF THE MULTIMEDIA
CONTENT SERVICE

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EXECUTIVE SUMMARY

The present document is the integration of the PowerTV proposal for the installation of the Digital Interactive TV system.
It refers to the **tailored made** services of all Content related to the hotel environment which are part of the PowerTV platform.








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THE SERVICE

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SPECIFICATIONS

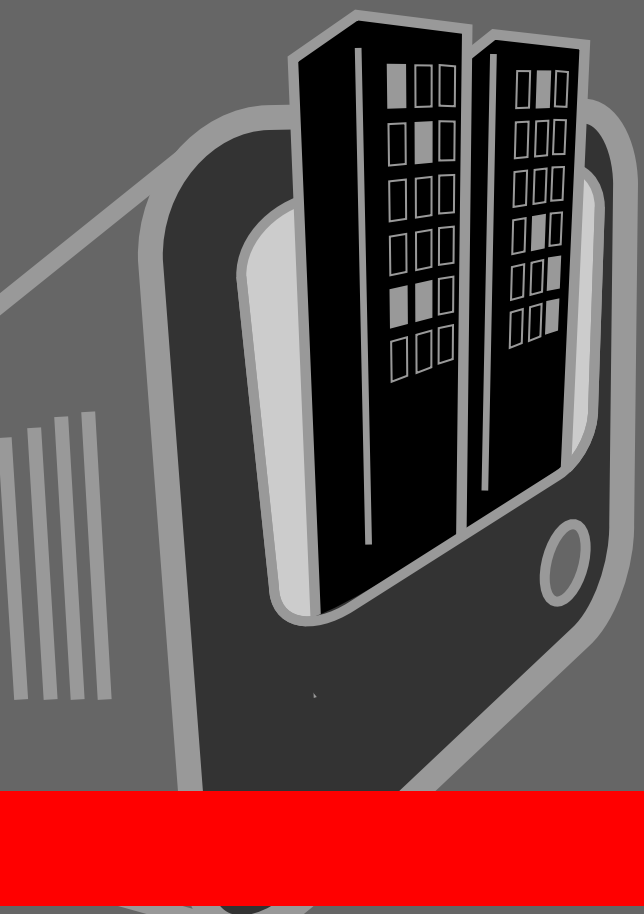
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THE SERVICE

A MULTIMEDIA FORMAT WHICH OFFERS TO THE GUESTS THE BEST OF THE HOTEL

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1 WHAT IS POWERTV INFO HOTEL MAGAZINE

The editorial format

PowerTV Info Hotel Magazine is a **multimedia interactive format which shows and promotes the hotel services through the in-room TV set**. The basic idea behind is to create an extraordinary value for the information that the client receives as a user friendly graphical interface with professional ways to address communication.
In the attempt to realise *PowerTV Info Hotel Magazine*, Vda Multimedia brings in the model not only its own technological know-how, but also a true editorial expertise in delivering a real publication project.
PowerTV Info Hotel Magazine infact **is entirely produced by our Publishing Team** whose main task is to develop the content after a clear brief with the hotel Corporate Marketing Director and constantly update whenever necessary. **VDA is the first supplier of Interactive TV systems in Europe to offer such an editorial personalised service.**

The market appreciation

Our marketing surveys show that *PowerTV Info Hotel Magazine* is an appreciated format un format considered a requirement by the most demanding customers.
The hotel managers believe into its usability and useful advantange for many reasons:
- extremely increased value of information;
- possibility to offer a more structures and complete service to the client;
- **possibility to increase and promote the use of all services,** even those most difficult to promote, with a market return on the investment;
- the step towards creating a better relationship with the client, loyalty program.

Who is the target

Market analysis allow us to build the contents of *PowerTV Info Hotel Magazine* on the effective target demand, **the latter mainly constituted by business clientele**, yet by keeping all other client segments such as the *leisure* users. The information sheltered in the *magazine* are in such way oriented towards offering contents which are not just routine information but **keeping in count the consumers models as well as value added services such as self-esteem, body care and attention to quality of service** (see for more info page 15).

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2 CONTENTS

2.1 MAIN MENU'

more DIRECT AND EASY TO ACCESS

This page is listing all services. The graphics privileges the clearness and the usability of the interface, while the content is designed into organical groups. As the customer wished, we can **add hotel corporate and institutional film contents** or the CEO/Hotel Director welcome message.



2.2 HOTEL INFO

more VALUE FOR THE CUSTOMER

Such pages gather all news related to the hotel, the management, the staff with the intent to show the client all details about the hotel itself.
Other services like:

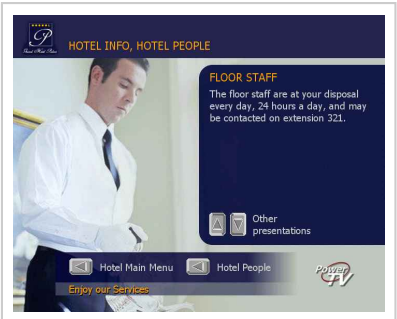
Welcome message
Check Out
Credit Card
Hotel Phone Directories
Hotel People
General Description
Exibition Areas
Shopping inside the Hotel
Useful information
InfoCity

i.e.: The “Hotel People” pages are presenting the personnel working in the hotel. The section starts with the Director welcome message and continues with the management and staff showing all functions and contact details.

“Wake up”, “Messages” and “View Bill” are included in the basic offer if there is no personalisation work to be done. In case of customisation of such pages, please refer to the price list.

Why having these pages is important

The client retains a considerable importance to get to know in a friendly way, the hotel management and the staff to see who is offering the best of the hospitality and who to contact in case of need.



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2.3 HOTEL SERVICES

more CUSTOMER SERVICE

It is a 360 degrees range of all hotel facilities, common areas and all additional services offered to the hotel guests. Among all services below we mention a few:

Garages
Hall
Reading rooms
Terraces
Gardens
Parking
Video games room
Secretarial services
Transfer from and to…
Ticket reservations
Newspaper services
Fax, photocopies, mailing services
Shoe polish
Baggage deposit
Disable services
Baby sitting
Pet sitting
Entertainment evenings
Currency deposit
Rent a car
Sport equipment rental
Beach services



i.e.: the “Ticket reservation” page would highlight the services offered by the hotel to book specific events, taxi, theatre, concerts, flights and so on.

Why having these pages is important

It is an efficient way to explain and give details to certain services that the hotel is able to offer to its valuable guests.

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2.4 DINING AREAS

more TRANSACTIONS

The interactive pages present and promote the restaurants inside the hotel in all aspecs:

- Dining rooms
- The Chef & the staff
- Menù, tipical dishes, tradition and innovation in the cooking methods
- Design

i.e.: the page “Design” explains the architecture solutions adapted for a dining environment, the lighting effects and the atmosphere that the hotel wants to create around the dining area, the cocktails, the opening hours, the events and so on.

Why having these pages

To promote the hotel dining facilities and offer clients ideas on how to spend moment of relax.



2.5 BARS

more TRANSACTIONS

The pages can be divided into the following categories:

- Bar
- Piano Bar
- Barman
- Cocktail
- Happy Hour

i.e.: the “Cocktail” page contains the list of available cocktails, with the preparation and eventually pictures on the barman specialities.

Why having these pages

To stimulate the guest interest and invite him to make a reservation.



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2.6 WELLNESS & FITNESS

more TRANSACTIONS

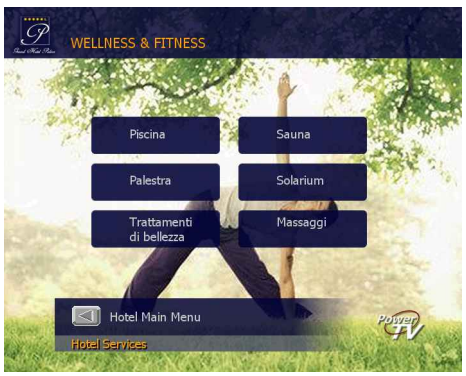
In this section we have all the clients need to know about opportunities to relax inside the hotel and how to make the best use of such facilities.

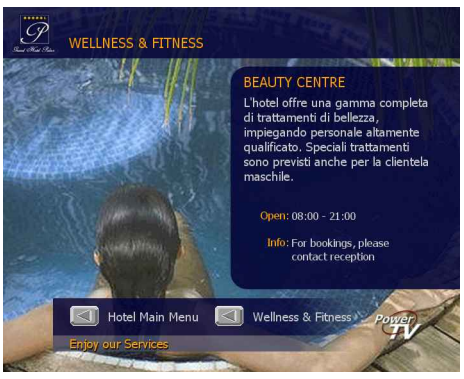
- Turkish Bath
- Sauna
- Solarium
- Massages
- Thermal Bath
- Jacuzzi massage
- Beauty treatments
- Gym
- Tennis
- Swimming pool

i.e.: the page “Gym” shows all activities and programs made for the guest and all equipment available for use, opening hours, available personal trainers.

Why having these pages

It is an elegant way to inform hotel guests about the fitness services offerent inside the hotel and consequentially promote the use of them.





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2.7 ROOM SERVICES

more SAVINGS IN CUSTOMER COMMUNICATION

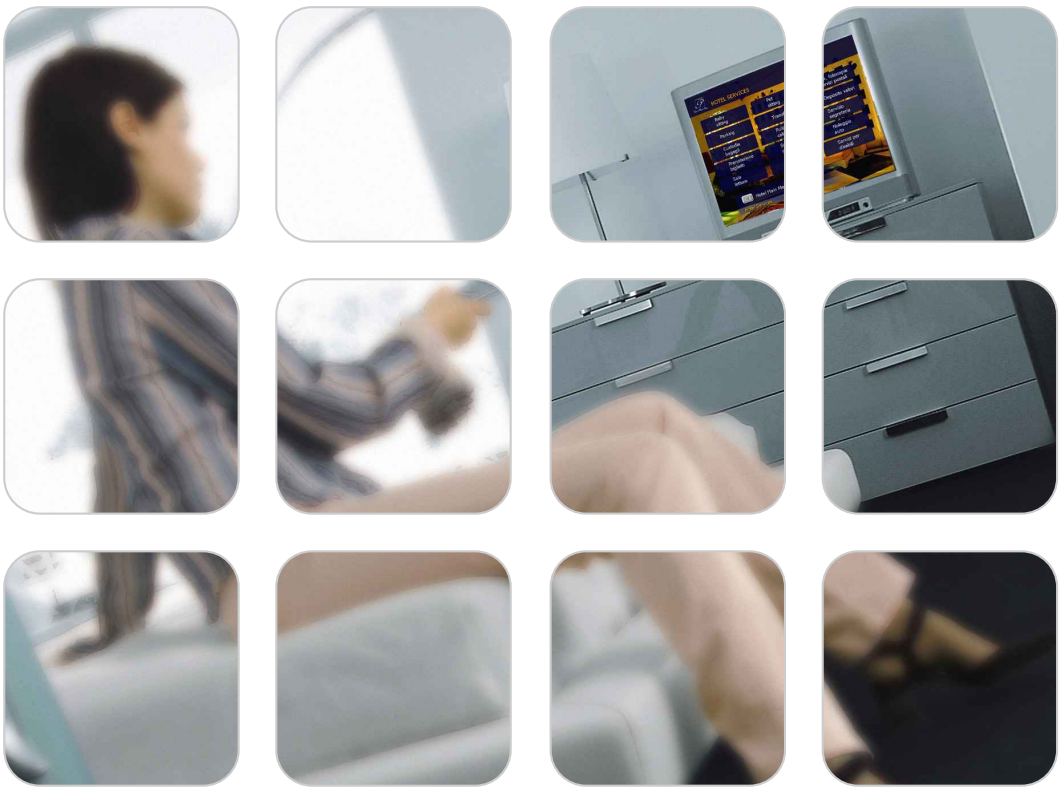
This section allows the client to use the in-room services in efficient and immediate way.
It helps to use the technology in the room into easy to use instructions.

- Laundry service and accessories
- Safe box
- Emergency exits
- Telephone
- Internet service
- Laptop connectivity

i.e.: The page “Emergency exits” provides relevant information on the procedures to follow in case of an emergency event (fire, risk) with description on the equipment such as sprinkler, smoke detector, extinguishers, exit lanes and so on.

Why having these pages

It is a true multimedia directory and a correct entry card for those hotels who want to take care of every single details of their image in terms of technology and safety standards.



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2.8 BUSINESS CENTRE

more BUSINESS

The pages show the number of meeting rooms available in the hotel, the availability of seats, conference facilities technology and services available.

- Congress centre
- Meeting rooms
- Business centre equipment and services
- Language translation services
- Teleconference
- Printing services
- Catering services
- Ball rooms
- Post-congress services

i.e.: The page “Congress centre” describes the number of meeting rooms, facilities and reservation numbers.

Why having these pages

To promote the Business Centre and other services related to business clients and to complete the offer of added value services.





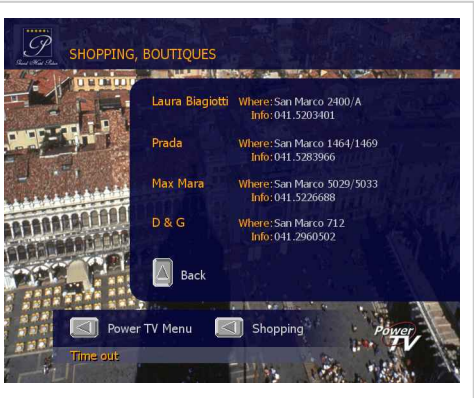
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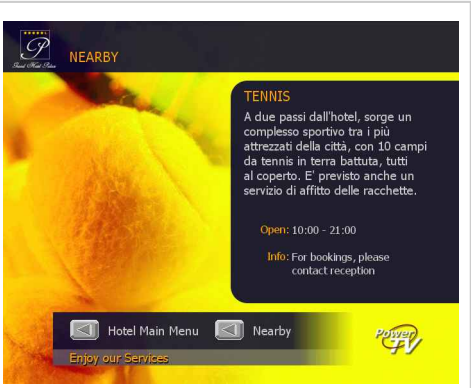
2.9 AROUND THE HOTEL

more VALUE TO THE HOTEL LOCATION

This section contributes to highlight the hotel location versus the local attractions for entertainment. The description of all opportunities and services around the hotel which enhance the hotel position and offer to the clients many possibilities to satisfy all sort of entertainment needs.

- Skiing
- Water Skiing
- Swimming
- Sailing
- Wind-surf
- Diving centre
- Canoe
- Rafting
- Water scooter
- Bungee jumping
- Trekking
- Horse riding
- Tennis
- Soccer
- Basket
- Volley Ball
- Golf
- Cycling
- Commercial centres
- Guided tours
- Pharmacies





i.e.: the page “Tennis” promotes the nearest tennis club with all related services offered to the hotel guests, activities, course, offers to book tennis court and equipment and opening hours.

Why having these pages

Highligh the hotel location and offer a specific service of entertainment opportunity very much appreciated by the clientele.

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2.10 HOTEL CHAIN EXPERIENCE

more CROSS MARKETING

It is a tailored made service created for Corporate Hotel Chains having an increased need to enhance the Hotel branding and fidelity programs for all clients belonging to a hotel chain. The section addressed the following information among the others:

- Directory and map
(all hotels part of the chain divided by continent, country, city)
- Chain Overview (different hotel typology)
- Loyalty program
- Special offers
- Quality Standard
- Mission and values

i.e.: the page “Special offers” gives ideas and suggestions for the next destination available at discounted prices for loyal customers.

Why having these pages

It is an extraordinary tool of information and loyalty, especially welcomed by frequent travellers and businessmen. It is furthermore a promotion vehicle and an efficient cross marketing device to promote hotels belonging to the chain.

2.11 MEETINGS & CONFERENCES

more ADDED VALUE

One of the main benefit of PowerTV Info Hotel Magazine is the service made for the business guest to provide all information on a specific conference event. The agenda of the event, the reception organisation, the contact people and other content information all available through the interactive menu pages in a multimedia format. The hosting company presentation, the welcome message of the CEO, the promotion of the latest product innovation in audio and video films available on demand only for those guests attending the conference.

Why having these pages

It is a great added value to offer to meeting planners to develop the hotel business model. It can also be useful to conference participants not staying inside the hotel but yet attending the common areas.



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2.12 OTHER CONTENTS

more FLEXIBILITY TO CUSTOMISATION

PowerTV Info Hotel Magazine has been engineered to welcome all communication needs required by the hotel location as well as for those who require an extreme level of personalisation. **This means that other than the tailored made service as it is engineered today, the hotel can ask a unique project of personalisation up to the highest detailed level.** PowerTV Magazine is also the ideal space to promote information over cultural activities arranged by the hotel (fairs, exhibitions, etc.). **A very widely used possibility is to add promotional videos about such content and to promote also single hotel locations as well as chain values and corporate culture.**

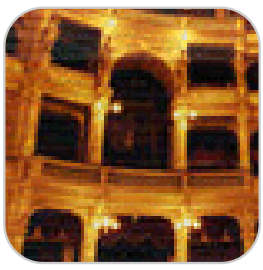
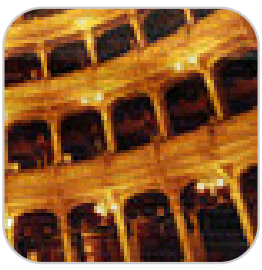
2.13 CONCLUSIONS

more SPEED IN UPDATING THE INFORMATION

PowerTV Info Hotel Magazine has the characteristics of a product made to satisfy every level of demand and needs of hotel personalisation, in terms of either corporate image branding and variety of content offered for guest entertainment.
The flexibility of the PowerTV platform combined with the Satellite Distribution of digital content and IP network infrastructure, guarantees the easy and constant update of multimedia information with an extremely competitive cost and yet offering a future proof platform. **As a result all the advantages allow an extremely high level of personalisation which helps to delivery multimedia communication tools in a perfect mix of variety, efficiency and costs.**





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