VDA Elettronica spa
Pordenone - Italy
Tel +39.0434.516111

VDA Multimedia spa
Pordenone - Italy
Tel +39.0434.516111

VDA Hungary kft
Budapest - Hungary
Tel +36.1.4810557

VDA UK ltd
Watford - UK
Tel +44.1923.210678

VDA Tunisia
Sousse - Tunisia
Tel +216.73.215178

VDA Middle East FZ LLC
Dubai - United Arab Emirates
Tel +971.4.3914416

VDA Multimedia Deutschland GmbH
Oberhausen- Germany
Tel +49 (0)208.30 26400

VDA Benelux bv
Almere - the Netherlands
Tel +31.36.5475030

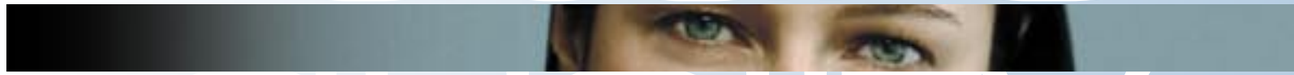
VDA France Sarl
Paris - France
Tel +33.1.40479372

VDA Multimedia Ibérica S. L.
Madrid - España
Tel +34.917.452.380

www.vdavda.com

© 2005 Area Marketing & Comunicazione. Reproduction or utilization of text and images prohibited in any form (printed, digital, microfilm, photostatic copies). Location: Laguna Palace Hotel - Mestre (Venezia).

future quality



welcome to the future



Technological Leadership

VDA is not a distributor of products, but a creator of its own technology and applications. As a leader in product technology, VDA offers a platform of services and advanced systems that supplement services already provided by hotels and similar institutions. Superior quality, an efficient organisation, and attention to detail, specifically to the client's particular requirements, are the three factors that have lead to the success of VDA.

Flexibility and Innovation

VDA offers a service that ensures client satisfaction. The company takes specific needs into account, and meets those needs in a personalised fashion, through specialised know-how, that is continually updated. Furthermore, the company's products are further enhanced by careful quality control at each step throughout the production process - from initial development, to manufacturing, configuration, final testing, and continuing through the installation process and subsequent after-sales service.

Comprehensive Control

Because VDA performs all its own production procedures, it maintains comprehensive control over the entire process - from the design of the product, through its production, and subsequent placement in the market. As a result, product design is focused and timely. Obsolete produce is eliminated through close watch over the latest developments in the marketplace, direct selection of materials, and the complete inspection and testing of product prior to leaving the factory.

The Techno Hotel
The Future, with the Accent on Quality

The VDA group is one of the world's leading companies in the development of innovative solutions within the field of intelligent TV and automation systems for hotels. Besides offering highly specific products for the hospitality industry, VDA also creates brand new technology, as well as developing new applications for the sector. And because VDA's production processes are housed entirely within the company, VDA is able to offer safe, functional, and efficient products that provide top-quality performance, and provides quality service and after-sales service.



20 Years of Experience

VDA boasts twenty years of experience in the hospitality business, with a high degree of specialisation in the development and production of Interactive Hotel television systems. With this experience, the company has been able to maintain its leadership in the design, construction and marketing of innovative technological systems that interface with existing systems and sub-systems.

100% Development

VDA's unequalled, flexible, and coordinated design capabilities meet the challenges of today's continuously developing market. The company has recently strengthened its sales network in Italy and abroad, and agreements have been reached with major technological partners such as Bticino. These have enabled VDA to attain an exponential growth with annual rates of 100%. Future growth trends look to be even greater.

A Complete Hotel Partner

Since 1980, VDA has been a "complete" partner in the hotel services market. The company is able to supply a comprehensive package that ranges from intelligent TV to hotel automation. The flexibility of its systems, and the thorough knowledge of the needs of hotels, enable VDA to create a true partnership with its clients, offering them winning business solutions and strategies.

The Numbers of Success

VDA has enjoyed continuous expansion since its foundation. The company's annual rate of growth has reached almost 100%, and it is forecasted to increase further over the coming years. Its significant investments in Research and Development have resulted in the continuous updating of our know-how, such that VDA has never failed to offer technological solutions that are highly innovative. The company has consistently profited over the last 10 years, the sign of a growing company with a solid financial and organisational foundation.



An Extensive Sales Network

VDA is able to call upon the services of an extensive sales network located throughout Italy and around the world. VDA products are sold and serviced by subsidiaries, authorised partners, and installation specialists using professional skills administered by VDA in Italy. The company's tight knit organisation and efficient sales team enable it to offer quality products, consulting services, and assistance at every branch office and sales office of the company.

Convincing Communication

By advertising through prominent media in Italy and abroad, VDA has built a convincing communication program. Through the use of promotions and sales incentives, and in particular, by making very large investments in important advertising campaigns through the most popular national and international trade magazines in its sector over the past number of years, a quality image has been conveyed that equates to the quality level of the company's products and services.

A Regular Participant in Fairs

VDA regularly participates in major International trade fairs on the national and international hotel scene. Expo Tour, SIA, EquipHotel, Eurotec, HITEC, Hogatex, Atm, Hotel, Xenia, Btl, Hotelympia, and others. The company's futuristic exhibition stands, using high visual impact, are staffed by qualified personnel, specially trained to demonstrate the potential of VDA's multimedia solutions.

The Leader in Italy, A Major Player Around the World

VDA is recognised on national and international levels as a hardware and software producer offering highly innovative technology for the integrated management of hotel rooms and interactive television. Thanks to agreements with major technological and commercial partners such as Bticino, VDA has gained large shares in markets - both in Italy and around the world. The company's divisions in Europe, the Middle East and Africa are strengthening VDA's position of leadership in those markets where they are present.



What we offer

The Future Enters your Television Set

PowerTV represents the starting point of a new generation of interactive systems for television sets in hotels, institutions, ships and the home. The room TV set no longer has a “passive” function, but is transformed into an “active” element that enables the user to interact with a whole new world of services and information. The new platform is a TV set that accepts the VDA interactive card, which permits the inclusion of a host of services such as PayTV, Video on Demand, games, Music On Demand, the Internet, as well as entertainment and information channels. These services can be custom designed into a personalised package offered to the final user.



Power TV - The Intelligent TV

High-speed
Internet access, with no time restrictions, using a remote control unit or infrared keyboard

Maximum security,
with positive protection of credit card data for safe e-commerce

Ultra-high definition in graphics and images, for easy reading at long distances, using the integrated Network Computer Plug&Play system

User-friendly main menu that is extremely **easy to operate**

A multitude of services that include Pay TV, interactive TV, Music On Demand, Infohotel, games, information and e-mail.

Power TV - The Economical TV

Increased profits, by offering Pay per Day Internet access
Integration with premium services such as PayTV, Video On Demand, Music On Demand, games, etc.
Low overhead, due to the exceptional ease of installing, maintaining and upgrading of the system
More services, due to new technology that receives movies via satellite.
Customisation of the menu and all system displays is possible
No external box, since Active-2 is an interactive TV system based on an internal circuit card
Network computer already incorporated into an open-architecture television set.
100% compatibility with existing control systems within the building.

Easy to Customise

Unlimited Internet access for users connected to the system

Simple to use, for both the guests and hotel personnel

The highly flexible architecture, of the hardware and software within the Power TV platform, facilitates the development of solutions and applications within vertical markets (e-shopping - system guided through selected partners, customer databases, etc.).





Whether used at home or in a hotel, on a ship or in a hospital, in a clinic or in a university campus, Power TV is the ideal platform for all such establishments. Highly flexible, extremely easy to use, install, and maintain, the system offers cutting-edge services in the field of Internet TV.



Power TV: Express Yourself

Institutions

Low costs of installation/operation
One of the main advantages offered by Power TV architecture is its extreme ease of installation, maintenance and upgrading. As a result, the cost of installing and operating the system are surprisingly low.

New, more complete services
The flexible PowerTV formula is very easy to customize, with advanced services such as webcams, outdoor video surveillance, remote assistance for medical emergencies, and many others.

A remarkable innovation
Thanks to the dedicated TV set that accepts the Active-TV network circuit card, PowerTV has a simple structure that increases serviceability and simplifies data transmission.

Ships & Hotels

Business Opportunities
The modular, open-architecture system provides integration with other premium services such as PayTV, Video On Demand, Music On Demand, and games, etc.

Improved Image
Thanks to the new PowerTV system, the hotel or ship is enhanced, by the use of technological and futuristic imagery that meets the expectations of today's demanding guests.

Maximum Efficiency
Using a single data transmission (Ethernet) cable, the Power TV platform enables space and energy to be utilised more efficiently.

Home

Convenience
Your home television set can be turned into a true operations centre that controls all the functions both inside and outside the house.

Safety and Security
Because it is compatible with the Micromaster system, PowerTV provides a complete series of functions for monitoring and controlling alarms, building access, and other hi-tech systems, etc.

Savings
The extreme ease of installing, maintaining and upgrading the system enables start-up and operating costs to be written off quickly.

Services
Besides becoming an operations centre for monitoring the home, your TV set turns into an interactive TV for surfing the Internet, downloading e-mail, playing games, watching PayTV, listening to music, and much more.





What we offer

Information and recreation the other face of television

Made-to-measure services: a thousand versions of the system designed for the hotel

The system architecture at the heart of Power TV has been developed into three versions which meet the needs of different types of hotel: Active-1, Active-2 and Active-3. Each version can also be customized to suit a given hotel, creating a unique and distinctive image.
Active is at the cutting-edge of multi-media technology, customization and interaction with the client. It is the first system in the world that provides customized information about local entertainment and events and communicates through Lisa, a virtual hostess created by VDA. Lisa lives inside the interface and guides the guest in choosing from the various services: the TV approach has never been so dynamic and enjoyable! But what will come after Active-3?
The world of PowerTV is in constant evolution.



Power Link

Power Link is a system that enables hotel guests to surf the internet at ultra-high speed, directly from their laptop. Guests can link up from their room using the connector cable or from the public areas. A boon for business clients.

Satellite System

PayTV films downloaded directly by satellite: SATELLITE SYSTEM is the new frontier for pay-TV services in hotels. Technology that combines superlative video and audio quality with the pleasure of a system that needs no intervention.

VOD Digitale

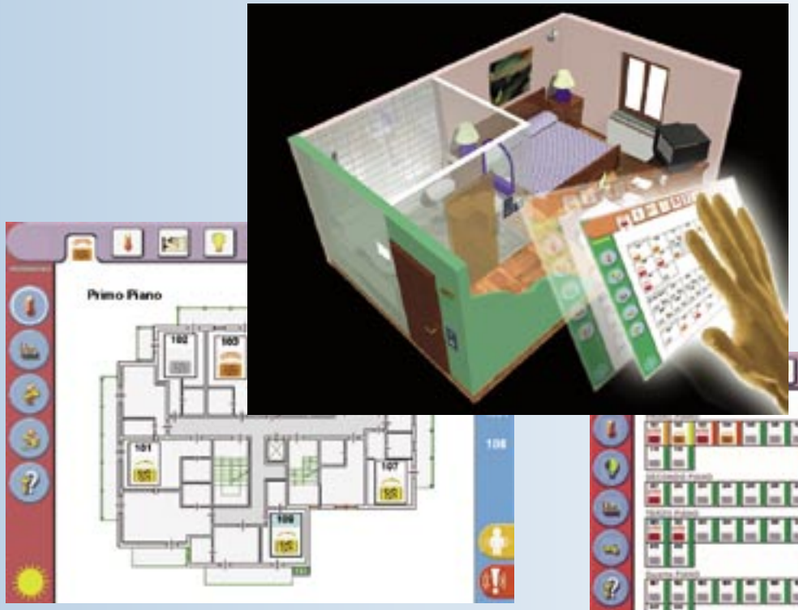
Video On Demand in digital quality: with Active-3, you can watch films, ads, videoclips, documentaries. info videos and an infinity of multi-medial material, all available on request. Thanks to the MPEG2 decoder and the IBM PowerPC microprocessor. It's all just a few clicks away.

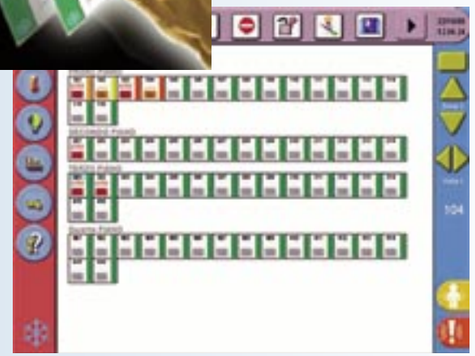
What we offer

MICROMASTER

The Intelligent Automation System for Hotels

The Micromaster system represents a new generation of supervisory software. It provides, from a single station, integrated control and management of rooms and public areas in the hotel, for air conditioning, lights and energy, the monitoring of on-line accesses, alarms, and also hi-tech systems etc. As a result, the quality standards and security level of the rooms are enhanced and overheads are reduced. This is due to a more efficient use of resources, and the centralised placement of all controls.





Comprehensive savings

Through Micromaster, energy is consumed only when it is needed. The integrated control of air conditioning, heating, lights and electric load within rooms and public areas results in reduced energy consumption, and effectively lower costs. And with its Econometer function, Micromaster displays the level of energy consumption in each room in real time, thus enabling the hotel operator to enjoy comprehensive energy savings.

Convenience with total security

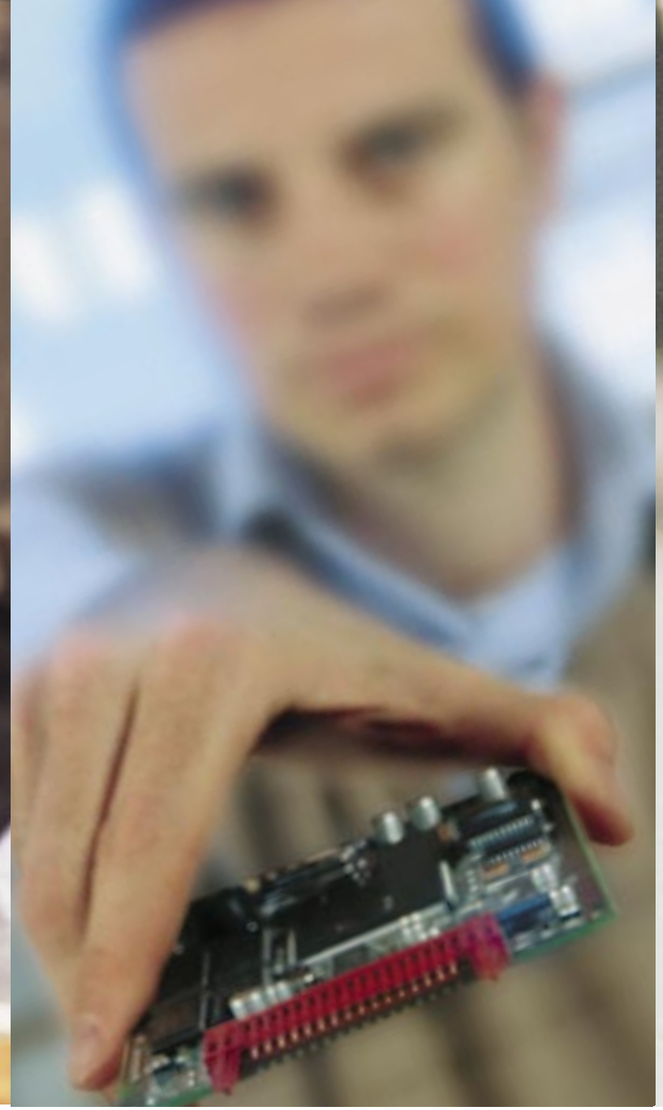
The total safety and reliability of the new Micromaster supervisory system assures a high level of convenience in managing room services. The system can be used to program heating, lights, air conditioning and alarms, as well as to check entrances by the guest, assign priorities to electrical loads, identify open windows, and perform video surveillance from a single video station.

Distributed Intelligence

Micromaster's innovative software for assisted installation is based on independently distributed "smart" terminals that communicate with the central supervisory PC. The software can be configured automatically and be integrated with the PMS, electronic payment, fire prevention and video surveillance systems. What's more, it requires simple, economical maintenance, and has an intuitive touch-screen menu that simplifies system control.









Promptness and Precision

Thanks to its extensive network of branch offices and authorised distributors, VDA can provide prompt, precise and personalised assistance to all its clients. The well trained service staff can take swift action whenever needed.

A technician always close at hand

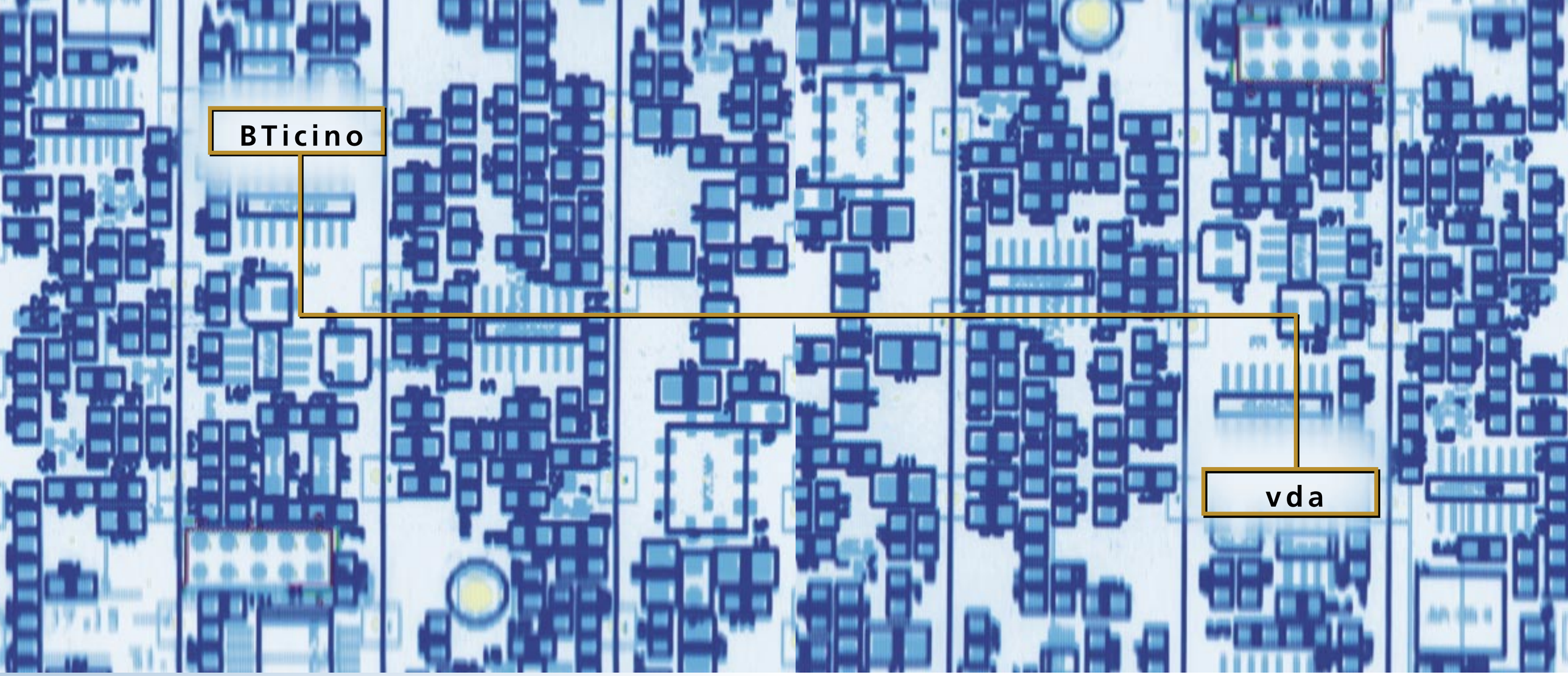
Any software problems that may occur can be solved via modem or from a remote station. What's more, VDA provides a remotely-based troubleshooting service to resolve any problems with hardware and software.

On-line upgrades

All VDA systems can be serviced from a remote location. In particular, any system can be upgraded on-line, without the need for a service call by a technician, which saves both time and money.

All-encompassing service - before, during and after

VDA provides prompt, guaranteed service that ranges from technical consulting to business assistance. **Before,** with a thorough analysis of the client's needs in order to define goals and strategies, and to recommend the best system to install. **During,** with the development and configuration of the hardware and applications, which includes assistance in completing a customised installation, helping solve any logistical problems that may occur. **After,** by promptly responding to requests for information, maintenance, replacement parts and upgrades.



New Generation

The total compatibility of VDA systems with BTicino products is producing a new generation of intelligent high-tech room systems with great serviceability.

Unequalled products

The integration of VDA technological skill, with engineering by BTicino, has resulted in a complete product line which is unequalled in the sector of business hospitality.

A complete product line

The partnership between VDA and BTicino has resulted in a complete product line of superior quality for the hospitality sector. Only a short time is required for recouping the affordable investment that is needed for installing innovative systems such as Micromaster or Active-2.

BTicino & VDA: perfect compatibility

BTicino's know-how in the field of hotel and home automation has been combined with VDA's proven technological and design experience to create a successful synergy that produces innovative solutions for the hospitality (hotels & ships) sector, for institutions, and for homes. VDA's partnership with BTicino has opened up new business and technological horizons in expanding the so-called "in-room" services that create an interactive hotel equipped with all the conveniences offered by the Web.



Think Global - Act Local

VDA creates solid, lasting relationships with local distributors and international partners through a reliable, competent global network. The company evaluates strategic agreements and custom solutions, and modifies its proposals to suit the customs and tenor of the market in the country with which it is dealing.

Research & Development

To maintain its high standards of quality and service, VDA invests considerable resources in Research & Development, with a special eye on the changing requirements of its clients. The company bases its future success on the creativity of its staff and the constant updating of their know-how.

The client comes first

To stay in step with the constant innovation demanded by the market and to maintain the competitive advantage of VDA's products, the company co-ordinates its proposals with the evolving needs of its clients. Whether it is dealing with a small hotel or a large chain, VDA offers high-quality technology and customised solutions that can meet diverse, individual requirements.

Great goals for the future

VDA has set ambitious goals for the future. It is investing major resources in research and development that involves paying close attention to new developments in the clients' requirements, and to the technical innovation of its products. New partnership agreements and the creation of new subsidiaries are part of an expansion program which has been proceeding for some time. The goal is to promote technologically advanced products throughout the world, that never fail to provide a high level of performance.

Sheraton

ACCOR

Hilton

INTER·CONTINENTAL

Companies that knew we could

In order to tailor their services to the expectations of a continuously expanding market, the superior hotels that host both business and tourist clientele are demanding increasingly higher performance from their suppliers of technological platforms. VDA is fulfilling this demand with innovative and high-tech solutions, and at competitive prices, meeting the challenges of the future, and staying one step ahead of the competition.