

OTRUM EVOLUTION - DIGITAL INFRASTRUCTURE

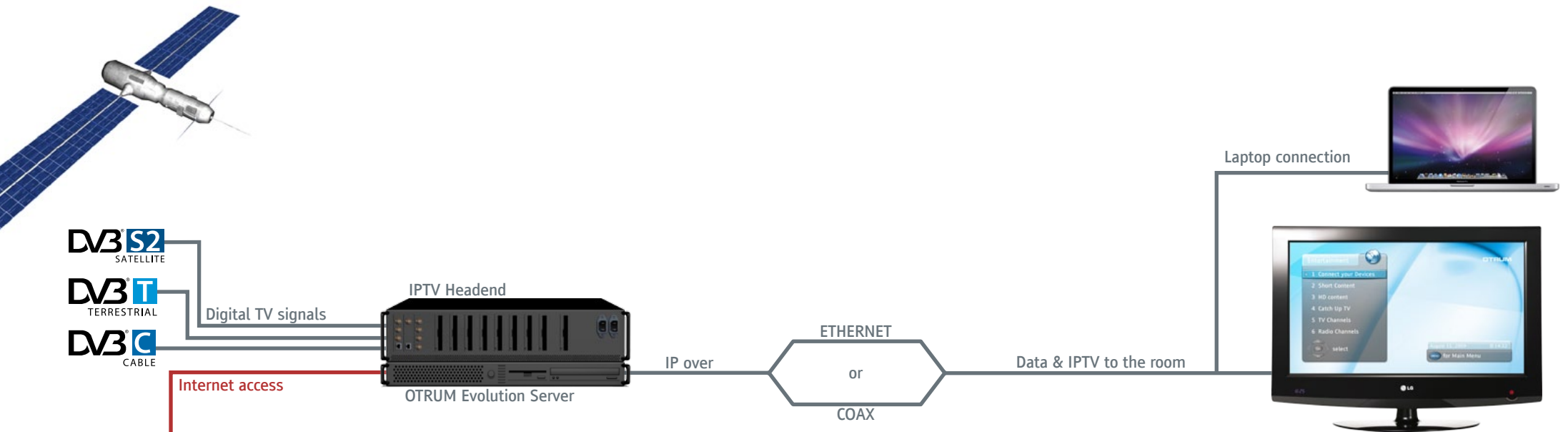
OTRUM Evolution is a digital end-to-end implementation, ensuring the best possible TV experience for the guest. Perfect picture quality in every room, no matter what cable infrastructure is used to transmit the signals. OTRUM offers both IPTV and DVB-C solutions, allowing for the effective utilisation of either Ethernet or legacy Coax networks.

All TV content is transmitted to the guest room in digital MPEG formats. With integration to leading LCD displays, OTRUM is able to offer both Standard Definition (SD) and High Definition (HD) content for the guest. The superior 'digital' HDMI connection is utilised on the LCD, again to ensure that the guest only has the best possible viewing experience.

The incoming TV signals are received via an industrial IPTV headend, which can receive and decrypt incoming signals such as DVB-C, DVB-S, DVB-T or even IPTV. The decrypted signals are then sent to the room over IP or over DVB-C where legacy coax infrastructure can be used.



OTRUM EVOLUTION - DIGITAL INFRASTRUCTURE



DIGITAL END-TO-END

When implementing digital end-to-end solutions from OTRUM, digital signals received from linear broadcasters or 'non-linear' providers (such as Filmbank) are transported to the room in digital format using the identical bit rate of the original material.

The integrity and quality of the material received in the room is therefore guaranteed to be 'best in class'. At no point are analogue signals used within the fully digital OTRUM Evolution HD solution.

HIGH DEFINITION

Guests are accustomed to viewing HD broadcasts at home, and expect nothing less when they arrive in their room and switch on the TV in your hotel.

As the shift towards High Definition viewing presents some new challenges for today's hotels, OTRUM is completely HD-Ready with the OTRUM Evolution platform. HD offers up to 5x the pixel resolution of standard PAL analogue broadcasts and OTRUM delivers up to 1080p HD at 25 frames per second.

ELECTRONIC PROGRAMMING GUIDE

The EPG is a standard feature for all OTRUM digital solutions, either SD or HD based. Both the OTRUM remote control and wireless keyboard include a dedicated Guide button, to facilitate quick access to the EPG.

The EPG allows guests to quickly view the NOW and NEXT information listed for the current channel, and as is standard with consumer solutions, the semi-transparent EPG overlays the current broadcast, without obscuring the content beneath.

INTERACTIVE SYSTEM

OTRUM Evolution's Graphical User Interface has been developed in close cooperation with a top user experience consultancy firm.

OTRUM's intuitive user interface can be customised for a chain, a brand, or a single hotel.

The user interface is mapped to dedicated OTRUM remote controls and wireless keyboards, which have been custom designed to fit the needs of hotel guests, regardless of their experience with interactive systems.

HIGH SPEED INTERNET ACCESS

OTRUM's HSIA is a broadband connection provided over coax, Ethernet, or wireless technology.

As with all OTRUM services, HSIA can operate over the existing antenna network if needed, which keeps the cost of ownership low and installation disruption to a minimum.

HSIA can be configured to offer tiered levels of service, as well as be bundled with other system services, such as movies, giving your guests added incentives to buy.