

OTRUM ENTERPRISE - GUEST EXPERIENCE

OTRUM Enterprise is the most intuitive and responsive solution available. When a guest picks up their remote control and turns on the TV, they need to instantly understand how the in-room solution functions, how to watch TV and how to navigate the TV menu.

OTRUM Enterprise offers a simple transition between Interactive and TV viewing. Navigate through menus with lightning fast

response times, presenting guest-centric services in harmony with TV content. This offers a consistent and seamless guest experience.

OTRUM solutions have a core focus on the provision of fully digital TV services. OTRUM Enterprise is a fully digital solution (even over coax) offering a fully proven end-to-end digital and HD ready solution. As of Q4 2010, OTRUM had an installed base of 38,000+

HD Ready digital rooms, with OTRUM Enterprise utilising the 3rd generation of IPTV hardware from OTRUM.

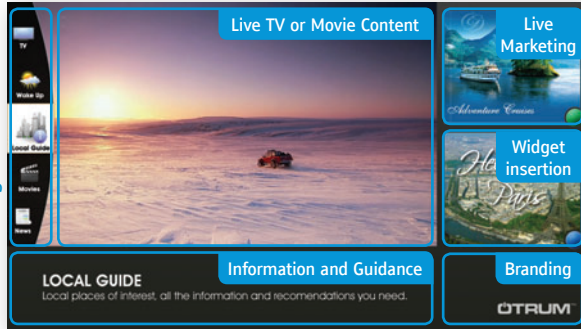
Automated and proactive monitoring also adjusts the user experience based on available services, if a TV channel is off-air, for example, it will be removed from the channel listing, similarly if the hotel's Internet connection goes down, then all web based services will be removed from the TV menu.



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THE ENTERPRISE USER INTERFACE

Navigation and Control



Widgets, guides, smart navigation, advertisement, broadcast banners. These are all terms that are used to describe the elements of the OTRUM Enterprise User Interface. When your guest enters the interactive menu, you want them to feel comfortable and capable of using the OTRUM Enterprise solution to navigate the entertainment and information options. At the same time you have to ensure that the guest has the confidence to order payable services.

By creating a harmonious and attractive interface, your guest is keen to delve deeper into the interactive solution. Using a framework helps to keep a consistent layout, which has been optimised so that at no point is the guest's TV viewing experience compromised. The TV programme window is resized in real time, so that your guest does not miss any storyline critical events!

The navigation and control menu is present on the left of the screen, this enables the guest to explore all levels of the interactive solution. On the lower part of the screen the Information and Guidance area presents more detailed information on the options within the navigation menu, and well as the Electronic Programming Guide (EPG). To the right of the screen are the widgets and live marketing elements – these are promotional advertisement placeholders. You can choose to promote in-house services, or sell these spaces to 3rd party advertisers.

ORDERING A MOVIE



Guests can browse through genres and select a movie. Adverts are shown on the right.



In this case the Revenue Manager at the hotel has set up campaigns to upsell more movies and WLAN by offering combination deals.

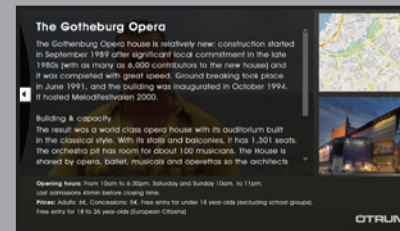


The pricing and offers available are tailored to each guest, occupancy levels, network traffic and more. All seamless to the guest.

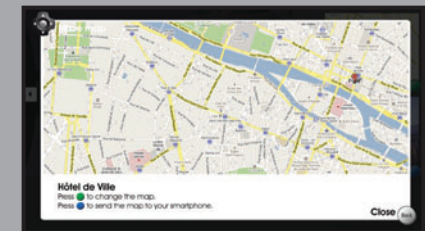
LOCAL SIGHTS



Guests can browse through local information, sourced from a variety of places such as web or the hotels own information.



Once a specific attraction is selected a widget provides links to more information, pictures or even promotions.

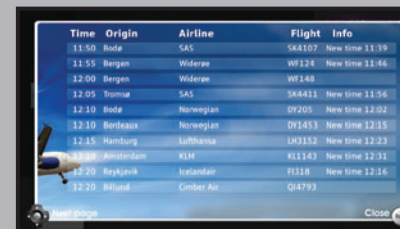


In this case the guest has been provided with a live Google map.

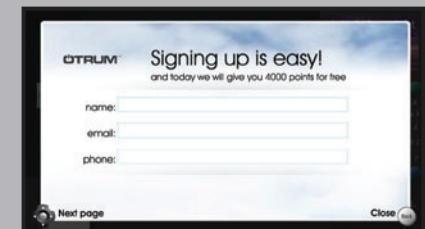
FLIGHT STATUS



In this case frequent guest program and Flight Information is displayed, showing advanced use of widgets.



Pressing the blue button will display the flight info screen showing the current flight departures at the local airports.



Pressing the green button will take the guest to a custom made frequent guest program sign up screen.