

OTRUM – MARKETING MODULE

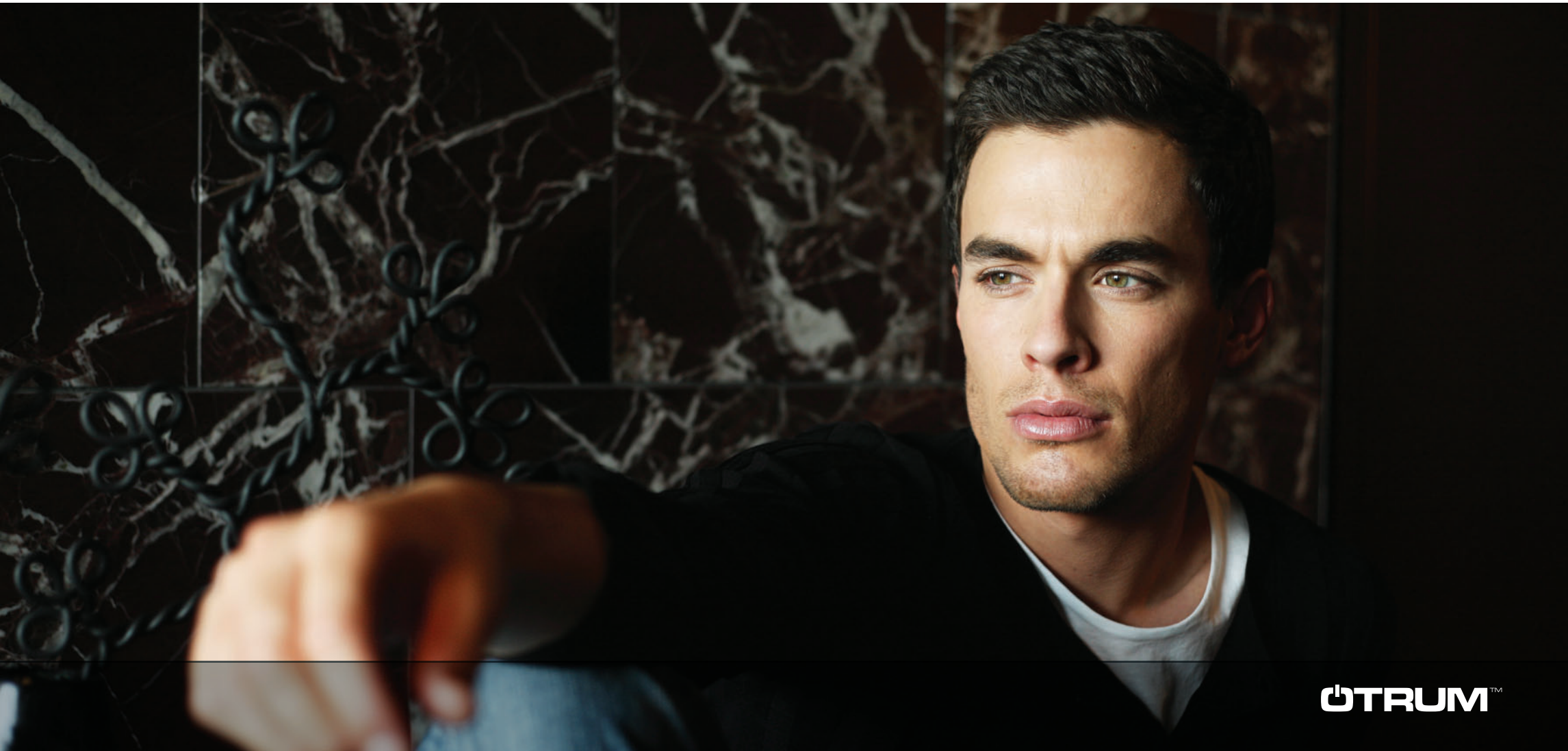
Over 1 million guests are exposed to digital in-room solutions from OTRUM every year, that's 1 million hotel guests open to receiving communication, promotion, advertising and brand building. Add to this the huge number of meeting delegates viewing OTRUM Digital Signage content, and we have a huge daily audience for marketing initiatives.

The Marketing Module can be accessed from any web enabled device, such as a PC, SmartPhone or tablet, allowing the hotel staff to take full control of the guest experience.

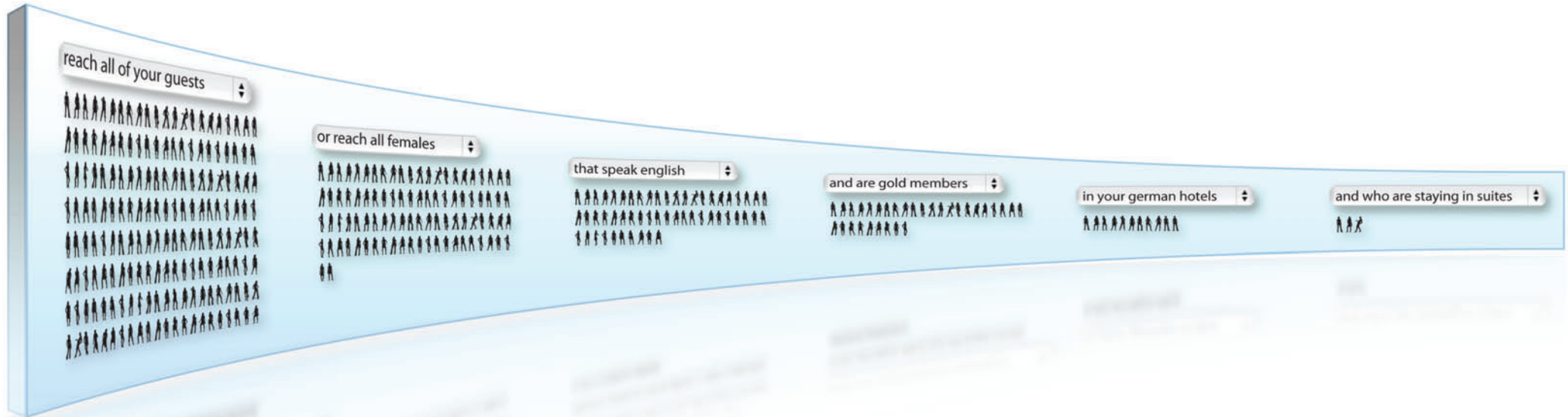
The hotel can drive revenue within the property by steering the guests towards in-house offerings where there is surplus capacity, i.e. Room Service, Restaurants, Bars and Spa's. At any time hotel

staff can trigger a marketing initiative, and launch a communication campaign to the guest rooms.

If the bar is empty, promote it! If the restaurant is empty – promote it! If the F&B outlets are overbooked, then promote room service, movies and Internet access. The hotel is always in full control.



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WEB APPLICATION

Powerful solutions such as the Marketing Module need simple user-friendly ways of being managed.

Via a dedicated web portal your chain, hotels or partners can build communication campaigns based on the profiles of the checked-in guests in all connected hotels. Communication can be tailored to brands, countries, regions, properties, and even specific floors and rooms within a property.

MARKETING TOOLS

The possibilities for communication campaigns are limited by not much more than your imagination, and can include brand building, simple communication, advertising, internal promotion, guest feedback, revenue management, or just letting your guests know that their VIP status is registered and their business appreciated.

CAMPAIGNS & BROADCAST BANNERS

Campaigns created and planned in the web application are applied and distributed to two distinct areas of the interactive TV experience. Firstly, campaigns can be published on interactive pages, visible while the guest is navigating the menu system. Secondly, 'Broadcast Banners' can be applied to the live TV broadcast.

Broadcast Banners are a sophisticated marketing tool which animate onto the screen during TV viewing. The current TV content is resized in real time, to allow the campaign to be placed on the screen in parallel with the TV content.

The guest may choose to interact with the marketing message, or to ignore it, in which case it will disappear after a few seconds, enabling the TV content to be resized in real-time to resume full screen viewing.

DATA ANALYSIS

Guests can interact with campaigns by confirming their interest in a particular offer. All responses are stored, allowing for subsequent processing and feedback by your hotel, hotel chain, or a third party advertiser.

In addition, you can track the usage of the various system features and viewing levels for TV channels, providing you with insight into your guests' behaviour and empowering you to focus only on those features and TV channels most important to your guests.