

OTRUM - MOVIES

Whether your guest wants to relax in front of the TV for a few hours, or has 30 minutes to fill, OTRUM can offer them premium entertainment. OTRUM turns your guest rooms into movie theatres by offering a range of blockbuster movies in High Definition, all from leading film studios.

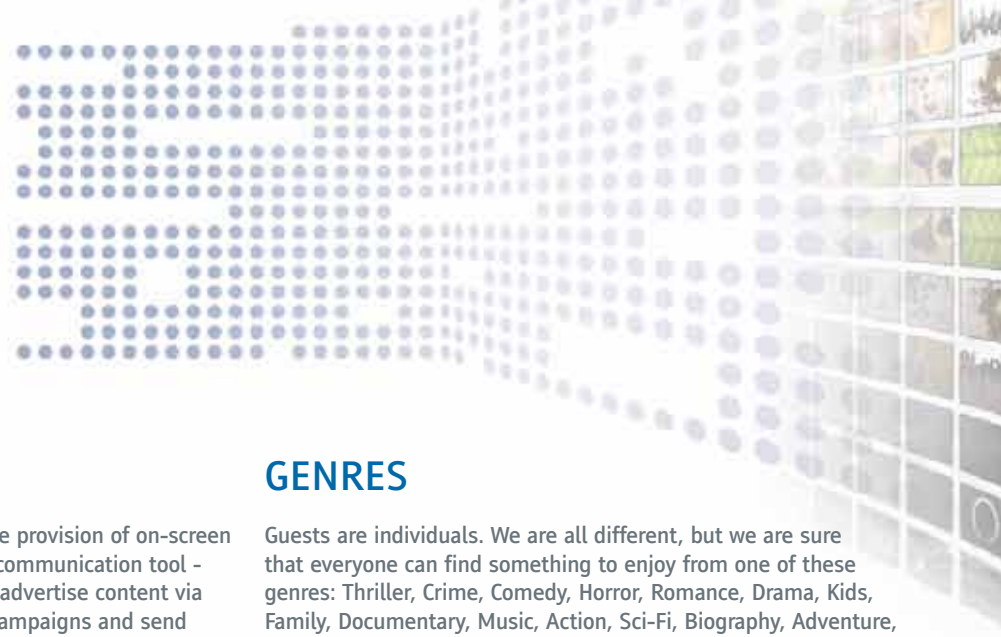
Video On Demand (VOD) allows guests to begin viewing exactly when they want to, and they are in control of the experience with pause, play, stop, forward & rewind controls.

Thanks to our agreements with leading movie studios we are able to offer titles even before they are released on DVD. OTRUM updates movies numerous times a year, replacing older titles with newer ones. Most movies are available in multiple languages through subtitling or dubbing to ensure that your hotel meets all individual needs. Currently OTRUM delivers movies in 11 languages. At present we deliver our content to 29 countries and in 125,000 hotel rooms.

Short content is increasingly popular and continuously expanding, with a diverse catalogue including Music, Documentary, Kids, Sports, Series and Comedy.



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MARKETING SUPPORT

OTRUM offers marketing support through the provision of on-screen and printed materials. You have a powerful communication tool - your in-room TVs - run promotional trailers, advertise content via the Information Channel, create marketing campaigns and send broadcast banners.

Why not promote movies in public areas too? You can download movie posters from www.otrum.com, as well as files to upload to OTRUM Digital Signage.

GENRES

Guests are individuals. We are all different, but we are sure that everyone can find something to enjoy from one of these genres: Thriller, Crime, Comedy, Horror, Romance, Drama, Kids, Family, Documentary, Music, Action, Sci-Fi, Biography, Adventure, Animation, Mystery, Fantasy, Adult.

LEGAL ISSUES

The provision of content for public viewing is an extremely complex area, but we can take the stress away. OTRUM has a team of content specialists who are specifically trained to ensure that every element of the process is 100% legal and that full licensing agreements are in place, as well as ensuring that all movie provision complies with local and international laws.

VOD PACKAGES

VOD BASIC

OTRUM VOD Basic

- Movies run on a scheduled basis with preset start times
- 8 different movie channels
- 10 feature movies plus adult*
- Up to 4 new feature movies every 36 days
- Movie info channel and preview that promotes the service
- Additional marketing material available

VOD STANDARD

OTRUM VOD Standard

- Video On Demand
- Start, stop and pause
- 20 feature movies plus adult*
- Up to 4 new titles every 36 days
- Movie information including synopsis available
- Sequence page to promote in-room entertainment
- Additional marketing material available

VOD PREMIUM

OTRUM VOD Premium

- Video On Demand
- Start, stop and pause
- 70 feature movies plus adult*, in total 100 titles
- Up to 8 new titles every 36 days
- Movie information including synopsis available
- Sequence page and broadcast banner to promote in-room entertainment
- Additional marketing material available

* Available with or without adult content.