



INFOSTAR INTERACTIVE TV SYSTEMS ON SAMSUNG HOTEL SMART TVS

ONE SYSTEM, ONE SUPPLIER, ONE INVESTMENT... MANY ADVANTAGES AND OPPORTUNITIES

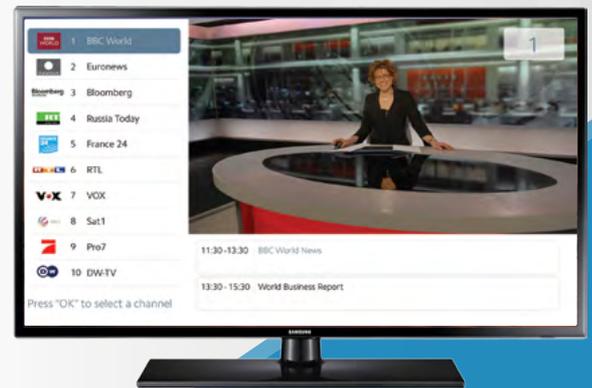
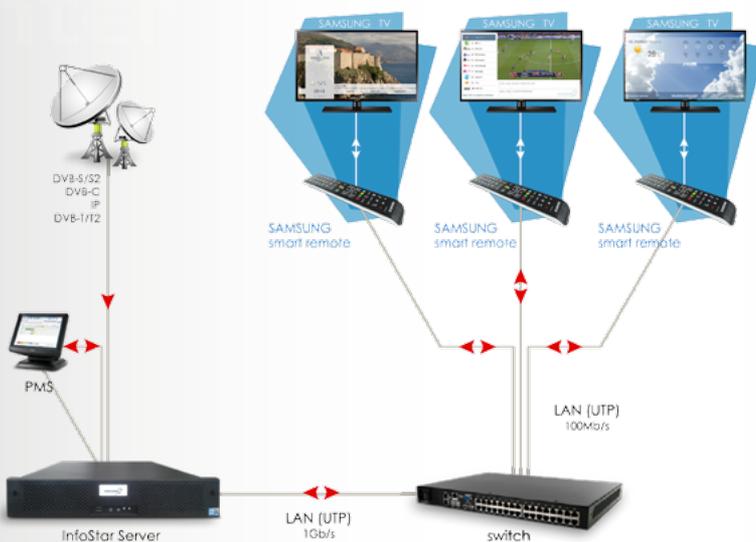
InfoStar is a TV, multimedia, information and communication system that is entirely IP based and uses the existing LAN network within the hotel. InfoStar IPTV, InfoStar INFO, InfoStar VOD and InfoStar InfoSIGN are subsystems that can be installed separately or all together according to hoteliers' requirements and needs. The systems are installed on one main server (InfoStar head-end server) and the Samsung Hotel

Smart TVs with H-Browser Compatibility available in the guest rooms and public areas.

The InfoStar server is used for transmission of digital TV signal, different information and multimedia content to guest rooms and public areas within the hotel, as for connection with the existing Property Management System (PMS) and Internet. The InfoStar sys-

tems are fully compatible with Micros-Fidelio, Clock HS and other FIAS protocol based hotel property management systems.

The smart Samsung Hospitality TVs 690 and 890 series are connected to the LAN network and are directly corresponding with the InfoStar server.



InfoStar IPTV

The Intelligent digital TV system for your hotel

INFOSTAR IPTV FEATURES

- ★ Full HD digital television with crystal clear picture
- ★ Compatible with all TV signal providers:
 - Satellite (DVB-S/S2)
 - Cable (DVB-C)
 - Terrestrial (DVB-T)
 - IP Multicast/Unicast stream UDP/RTP/RTSP/HTTP

- ★ Automatic TV channels ordering according to guest's nationality
- ★ Electronic Program Guide (EPG)

InfoStar IPTV is a digital TV system that is installed on both InfoStar server and Samsung Hospitality TVs 690 and 890 series.

The InfoStar IPTV multi-functional server equipment allows receiving of a signal from satellite (DVB-S/S2), digital multiplex (DVB-T), local cable operators (DVB-C) and telecoms (IP). The InfoStar IPTV system supports the Verimatrix encryption which is used in most of the IPTV telecom streams.

The TV signal between the InfoStar server and Samsung Hotel Smart TV, H-Browser enabled among the hotel is transmitted through the existing LAN network via unicast or multicast, depending on the available network equipment in the hotel.

The real-time integration with the hotel's Property Management System (PMS) allows automatic setting of the broadcasted TV channels according to guest's nationality, as well as partial or complete TV channel blocking depending on reservation terms.

GUEST INFORMATION



WELCOME MESSAGE

Welcome your guests with personalized Welcome Message on the TV screen on their first entrance in their hotel room. The Welcome Message is presented in the language according to guest's nationality.



SURVEY FULFILLMENT

The system allows hotel guests to fulfill questionnaires directly from the available TV in the guest room.

NEWS

The section provides guests with access to real-time RSS news from popular news sites as BBC, DW, etc.



MESSAGE SENDING (TO GUESTS)

The function allows Front Desk employees to send informational or advertisement messages to room, group of rooms or all hotel rooms.

MESSAGE SENDING (TO FRONT DESK)

The function allows hotel guests to send messages for housekeeping, maintenance and other services directly to Front Desk.

MULTILINGUAL MENU

The InfoStar system supports multilingual menu and through the real-time integration with the hotel's Property Management System (PMS), allows startup in the preferred language by guest upon check-in.

EXPRESS CHECKOUT

Hotel guests can speed up the checkout process by confirming their generated bill and sending an "Express Checkout" request to Front Desk.

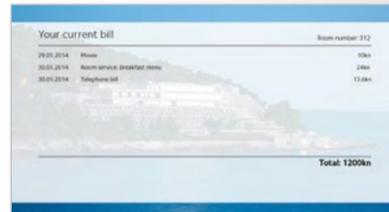
WAKE-UP CALL

The system allows guests to send wake-up call requests to Front Desk.



WEATHER FORECAST

The system presents five days period local and global weather forecast information.



VIEW BILL

This function allows guests to check the actual bill generated during their stay. The View Bill includes details of all ordered products and services which were posted to the guest's room number as: minibar consumption, room service, restaurant orders, Video on Demand and others.

FLIGHT INFORMATION

The system provides accurate information about arriving and departing flights from the closest airport to the hotel.



InfoStar INFO is designed according to hoteliers' requirements and brand standards. The system is installed on the InfoStar server and Samsung Hospitality TVs, H-browser enabled. InfoStar INFO is an extremely powerful marketing and advertising tool which turns the TV sets in the guest rooms and the public areas into own hotel media, through which the hoteliers can show their services, promotions, events, and others, in an extremely attractive, new and modern way!

InfoStar INFO

Interactive hotel information system of a new generation

IN-ROOM MARKETING AND ADVERTISING



CURRENT PROMOTIONS

The system menu includes specially designed section for advertising of products and services, and provides an opportunity to increase revenue through direct marketing from the hotel TVs.

INFORMATION ABOUT THE OFFERED SERVICES

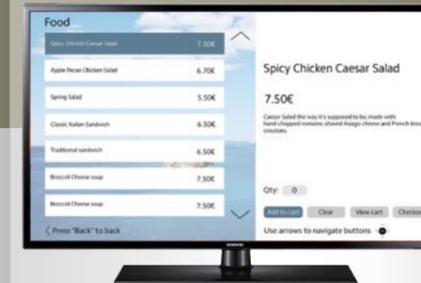
The system allows creation of separate sections (menus and sub-menus) through which you can acquaint your guests with detailed information about available facilities, services offered, current and upcoming events and more.



TAILOR-MADE DESIGN AND USER INTERFACE

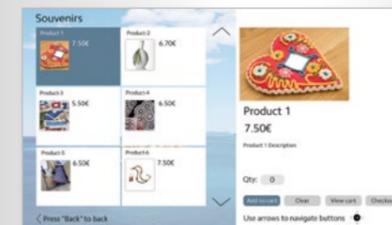
Each user menu is designed and developed according to the hotelier's requirements and brand standards.

VALUE-ADDED SERVICE



ORDER/RESERVATION OF PRODUCTS AND SERVICES

The hotel guests can accomplish reservation and order of products and services (room service, transfers, reservations in the facilities of the hotel, sports, SPA and other services) directly from the TV in their hotel room.



ONLINE SHOP

You can turn the TVs in all hotel rooms into online shop, where your guests, comfortably accommodated, can shop souvenirs, unique items, jewelry, wine, artwork and anything else that is offered in your luxury hotel shops.

INTERNET

This option provides access to the World Wide Web directly from the TV.

HOTEL MANAGEMENT OPTIMIZATION



MINIBAR CONSUMPTION REPORTING

While checking a room, the employees of the hotel can send real-time report from the TV set to the hotel's Property Management System (PMS) about the consumed minibar items.

SETTING A ROOM STATUS

Upon inspection of a room, an employee can set or change the status of the room ("Dirty", "Clean" and "Inspected"). After indicating a status, the information is automatically updated in the hotel's Property Management System (PMS) and informs the front desk employees (in which room can or can't be checked in a new guest).

SENDING REQUESTS

The hotel employees who are in charge of the condition of the rooms can send requests to Maintenance department (or other department) in case of malfunction in the room.



InfoStar VOD

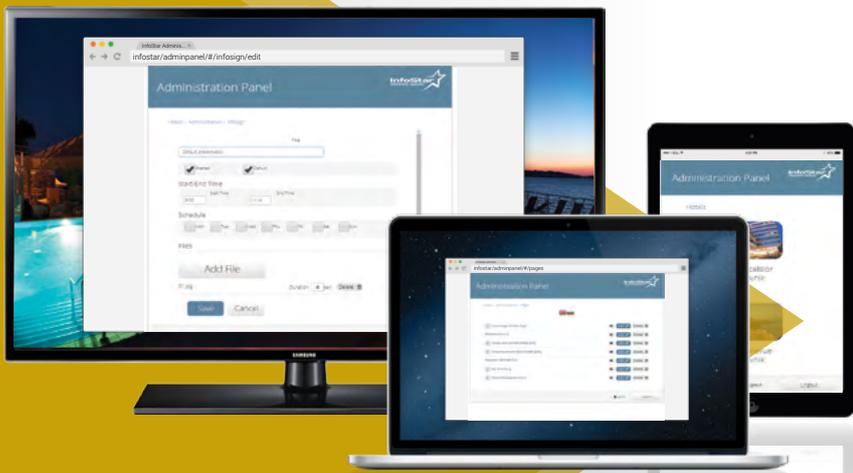
Licensed movie content with the latest Hollywood titles



InfoStar VOD is a system, providing access to current movie content for a fee. It is installed on the InfoStar server and Samsung Hospitality TVs 690 and 890 series.

InfoStar VOD system uses licensed movie content from United International Pictures, UK.

- ★ Licensed movie content with the latest Hollywood titles (Movie titles – up to 6 months after the official premiere)
- ★ Movies dubbed in 5 different languages (English, French, German, Italian, Spanish)
- ★ Monthly update with new movie titles
- ★ Different types of pricing option – payment of one movie or package which includes all movie titles
- ★ "Parental control" by PIN code
- ★ Automatic genres locking in accordance with the type of reservation (in presence of under-aged)



InfoStar CMS

For ease and complete independence!

INFOSIGN IN GUEST ROOMS

InfoStar INFOsign turns the TVs in the guest rooms into advertising media and allows:

- ★ Displaying banner ads to guests (while watching TV) in predefined time by the hotelier
- ★ Displaying RSS messages
- ★ Transmission of custom Info Channels

INFOSIGN IN PUBLIC AREAS

InfoStar INFOsign offers full "digital signage" functionality for the TVs in the public areas of the hotel. By the user friendly web content management system, the hotelier can create various presentations consisting of pictures and/or movies. The hotelier can also create advertising scenarios, by indicating what can be shown on each screen, in what period, etc. The presentations themselves and operating modes can be selected by the employees of the hotel by the Samsung smart remote control and through an intuitive menu that follows the vision of InfoStar INFO user interface. INFOsign is developed to cover all hotelier's needs for direct advertising –

from displaying various services and promotions to events, useful tourist information, advertising during TV and many more.

ADVERTISING IN TV MODE

Minimizing the TV screen and displaying banner ads in a form and time, selected by the hotelier in advance. The advertising can be dynamic – to appear or disappear during certain time or static.

RSS MESSAGES IN TV MODE

This option allows sending of notification and/or advertising text messages to room, group of rooms or all guest rooms.

INFO TV CHANNELS

INFOsign allows you to upload promotional videos through the web management system (InfoStar CMS) which are visualized as Info TV channel that will become part of the existing TV channel list.

CREATING ADVERTISING PRESENTATIONS

This function allows you to create presentation materials from images and/or video materials intended for broadcasting on the screens in the public areas. In the process of creation, the hotelier can indicate on which screens the content should be active and determine time schedule of transmission.

InfoStar CMS is a web based content management software for InfoStar INFO and InfoStar INFOsign. It allows the hotelier to change entirely the content of the InfoStar INFO menu (pictures, text, etc.), and to manage the advertising system - INFOsign. By the user friendly web interface, the hotelier has full rights to change the content in the systems at any time, according to his needs and requirements.

- ★ Modifying of InfoStar INFO menu and its content
- ★ Management of the digital signage system for advertising - INFOsign
- ★ Message sending (to certain room, group of rooms or all hotel rooms)
- ★ Retrieving reports for: minibar consumption, Video on Demand, customer behavior (most often visited InfoStar INFO system pages)



InfoStar INFOsign

The Digital Signage system for the hospitality industry

InfoStar INFOsign is an advertising management system using the TVs in the hotel rooms and the public areas. It is installed on the InfoStar server and the Samsung Hotel Smart TVs with H-Browser Compatibility. The software management is web based and allows the hotelier to easily create and manage advertising content according to his needs and interests.



Eurodesign BG Ltd

Sofia 1113, BULGARIA
23 Dragan Tsankov Blvd., entr. A, fl. 3
tel: +359 2 9607117
e-mail: info@eurodesign.bg

www.eurodesign.bg

