

## KLM chooses PowerTV for its new Lounge at Amsterdam airport

*For its new lounge at an Amsterdam airport, VDA has developed an interactive television project custom designed for KLM passengers. From the menu style that indicates available services, everything has been designed to provide a quick response and comfortable space for travellers.*

**Pordenone, 22 January 2009** - The new lounge opened inside the Schiphol airport in Amsterdam by the Dutch airline KLM was created with the specific goal of offering the best welcome services to its passengers. Precisely for this reason KLM wanted this space to offer a tool that would allow people to feel pleasantly welcomed as well as be able to quickly reconnect with their activities. With this in mind the airline commissioned VDA Multimedia, multinational leader in the field of entertainment for the hotel sector, to develop a special interactive TV project capable of making people feel at home, in total comfort and tranquillity. "The needs and expectations of passengers of an airline and a hotel are completely different - says Willem-Jan te Riele, VDA General Manager Benelux & Germany - we therefore had to work together with KLM to edit and customize the PowerTV interface, our interactive TV platform, to respond in a manner consistent with the wishes of the people." PowerTV, then, was adapted to the KLM project in every aspect: first with its colours, style and the look & feel of the airline, with a menu of available services, and then tailored to the needs of passengers.

The system offers television channels, internet, news and entertainment, all on TV. "For example, - continues Willem-Jan te Riele - a passenger who has been travelling for several hours will want to be able to read the latest news quickly and easily. With TV Internet services by PowerTV, we have made an intuitive menu available where it is easy to find all the information you seek: you choose your language and navigate through the rich array of links that we have selected. News, sports, finance, weather and more: just what you need in order to be updated immediately in any part of the world." Passengers can also choose from among many television channels both local and international, a great variety of games and also have the tranquillity to navigate freely on the internet directly from the TV. All this is now available with our PowerTV platform - ends Willem-Jan te Riele - and we at VDA and KLM will continue to work together to develop and constantly enrich this project and make guests at Crowne Lounge feel free to move around as if they were at home."

**For more information about VDA Multimedia: [www.vdavda.com](http://www.vdavda.com)**

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