



BAGLIONI HOTELS: ITALIAN STYLE & SUPPORTED BY VDA

A partnership between VDA Multimedia & the Italian hotel chain Baglioni. The Carlton Hotel in Milan & the Regina di Roma will be using the TV technology platform PowerTv to greatly increase their comfort & the level of luxury of the traditional Italian style to their customers.

PowerTv is the new interactive TV of the Carlton Hotel of Milan & the Regina di Roma. The first facing onto the highly central Veneto street, the second onto Della Spiga street, in the heart of the fashion quarter. Together they belong to the hotel chain Baglioni, known for having given, to the Italian way of life, a truly recognised brand: for comfort, luxury and care for detail.

With an agreement signed between VDA Multimedia, leader in the production of interactive TV for the guest industry, cruise ships and clinics, & the Baglioni chain, which has nine hotels in the most important cities in Italy & Europe. The hotels in Rome & Milan will be fitted with the highly advanced interactive TV system, available in all rooms & programmed to respond to all of the needs, both informational & touristic, of the guests.

The interactive *PowerTv* project that VDA will install, will be available in three languages – Italian, English & French - & will consist of a range of services dedicated to increasing the comfort of guests: Entertainment on Demand (film & music), internet services & internet radio, games, alarm, messages, parental control, in order to ensure security for our little guests as well as the Hotel Magazine with relevant information for all the services the hotel offers & the City Magazine, a real tourist guide created by VDA. Together these hotels, the Carlton of Milan & the Regina di Roma, will have a section dedicated to informing guests about the Baglioni chain & all its hotels thanks to a presentational video. Within the pages of the Hotel Magazine section of *PowerTv* information can be found on all of the partners with whom the chain works closely including many of the most prestigious brands in the clothing, cosmetics, travel & automobile sectors, rare wines & more. A real choice of style that increases the prestige quality of the hotels & points further to their image as leaders in Italian luxury.

VDA Multimedia Spa: is an international leader in offering the interactive TV system. Today the *PowerTV* System represents the most advanced platform for infotainment. Created in 1996, VDA Multimedia is one of the pioneers in the production of interactive TV for both cruise ships & clinics. The fully digital Active3 system and the *PowerTV* communication format can be found in over a thousand rooms in the best hotels on three continents (Europe, Asia, Africa). Amongst the most prestigious clients are; the Paris Ritz, Negresco of Cannes, Jumeirah Beach Hotel, the Emirates Tower of Dubai & the Okura Amsterdam as well as many hotels in the International Rocco Forte, Sheraton, Hilton, Four Seasons, Kempinsky, Jolly, Millennium, Coptorne, Holiday Inn, Ramada & Crown Plaza chains. VDA Multimedia has a trend of annual growth of 30% & controls companies in the UK, Benelux France Spain, Germany, Hungary & the Middle East. www.vdavda.com/eng/company.htm

Baglioni Hotel chain

Regina Hotel, Rome: a liberty building situated in the centre of Veneto street, beloved meeting place for international jet-setters. The internal design is a mix between art deco & the modern design of the innovative *Brunello Lounge & Restaurant*. The Regina di Roma has 64 classic rooms, 24 deluxe rooms, 10 grand deluxe rooms, 4 suites, 9 junior suites & a panoramic view. There is also the restaurant (*Brunello & Lounge*), & the *Caffè Baglioni* as well as 2 meeting rooms, for 20 & 80 people.

Carlton Hotel, Milan: is the only hotel that faces onto Della Spiga street, in the heart of the fashion quarter, close to the best boutiques and the Scala theatre. This is a hotel featuring timeless style, highly personalised service and the latest in well-being, the *Guerlain Spa*.



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Hotel Carlton contains 37 classic double rooms, 18 superior double rooms, 22 deluxe double rooms, 8 suites, a presidential suite and 6 junior suites. It also features the *Caffè Baglioni*, a restaurant *Il Baretto al Baglioni* and a meeting room (*Sala Senato*) that can fit up to 80 people.

For further information on the chain, visit: <http://www.baglionihotels.com>

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