

## **Bora Bora chooses PowerTV**

*VDA Multimedia has been chosen to provide the interactive TV system for a new hotel the famous Four Seasons chain is opening in September in the tropical paradise of Polynesia. Apartments and bungalows with on-demand video, IPTV and Hotel Magazine.*

**Pordenone, 24 July 2008** - The Four Seasons chooses VDA Multimedia interactive TV for the tropical paradise of Bora Bora. After careful evaluation, the Canadian hotel chain, famous worldwide for the luxury and quality of its service, has selected the Italian multinational from among several competitors of international fame. PowerTV, therefore, will be the interactive TV system available to all guests staying in rooms at the new hotel whose opening is scheduled for next September in Bora Bora, French Polynesia. A real, tropical dream of palms, white sand and crystal blue sea.

The structure of the hotel is very special and typical of the island: on the one hand there are rooms and luxury apartments that overlook the ocean, on the other characteristic wooden bungalows built on the sea and linked by picturesque bridges. This configuration has required special intervention by VDA Multimedia for the installation of PowerTV: Each unit is linked via fibre-optic, high-capacity digital transmission. The network was carried out in collaboration with Alcatel-Lucent, which is investing heavily in backbone infrastructure in the region. "This is one of the most beautiful hotels in the world - says Antonio Spera, manager of VDA Multimedia and project manager - in a place capable of being both a symbol of luxury and elegance as well as an icon of unspoiled nature. It is an honour, therefore, for us to have been selected to provide the services and content of interactive TV, alongside the purity of Bora Bora there is now the quality of IPTV channels from PowerTV".

The PowerTV project installed by VDA Multimedia includes: video on-demand, IPTV digital TV and Hotel Magazine, a real interactive channel from which you can access all information concerning the hotel and interact with services such as restaurant, bar, room service, etc.

**For more information on the hotel:** [www.fourseasons.com/borabora/](http://www.fourseasons.com/borabora/)

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

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