

VDA launches guide to help hoteliers enhance customer service through IPTV

London, 24 January 2008 – Hotel technology provider, VDA, has launched the ultimate guide for hoteliers looking to enhance guest satisfaction through Internet Protocol Television (IPTV). IPTV is guaranteed to deliver identical digital quality TV everywhere without any degradation.

IPTV is a platform for the distribution of TV content in digital format using an IP data network and Internet standards and protocols. As IPTV relies on digital transmissions via IP from a central server rather than coax, it is not affected by electromagnetic interference - a common problem with coaxial systems. With IPTV the loss of quality is eliminated and the picture is provided in perfect condition.

“Guests are demanding more from their in room entertainment, fuzzy channels and interference is no longer acceptable to customers. By moving away from traditional coaxial TV cables, IPTV provides superior and consistent picture quality – boosting satisfaction and therefore return visits,” says Gary Francies, Director of VDA. “The other benefit of IPTV is there is no limit to the number of TV or radio channels that can be distributed and it is much cheaper to run and maintain than traditional coaxial analogue or digital TV networks.”

Alongside enhanced visual quality, IPTV and interactive TV create a wealth of upselling opportunities including facility advertising, direct room service ordering, and community advertising or sponsorship. VDA’s guide advises hoteliers on how to maximise the profit enhancing potential of this technology and includes sections on optimising sales from entertainment and connectivity services, cross marketing your hotel chain and savings and efficiency improvements.

Just small things like getting local restaurants to advertise with an inexpensive click-through link on the guest’s TV can be a big bonus. Based on its experience in the sector, VDA forecasts that a hotel can expect at least five of its main suppliers and 20 local businesses to be interested in TV directory advertising.



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Another advantage of IP based systems is the simplicity to combine other IP based solutions such as telephone, door access control, energy management and mini bar within one converged network. This leads to improved economic and management benefits. IP based Interactive TV also permit 100 per cent utilisation of services to all guests, regardless of their demands, to browse restaurant menus, spa treatments and wine lists before ordering through an automated system at the push of a button. This can save hours of staff time and is another effective way to promote a healthy bottom line.

The guide, *Impressing your guests and generating revenue with PowerTV™* is available direct from VDA, www.vdavda.com.

About VDA

Founded in 1980, VDA are leading providers of hotel technology worldwide. They offer complete in-room entertainment system including IPTV, pay TV, on screen internet, through TV games and music and wireless laptop broadband with PowerTV™. VDAs Micromaster solution offers a comprehensive energy micromangement which integrates seamlessly into existing back office systems.

For more information please visit www.vdavda.co.uk

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