

## **THE LEFT BANK CHOOSES VDA MULTIMEDIA**

*Lutetia Paris, the first art-deco hotel, famous for its permanent art exhibitions, wanted VDA Multimedia for its interactive TV service. In the past it hosted Picasso, Matisse and Charles De Gaulle.*

VDA is the new partner of Lutetia, the first art-deco hotel in Paris. In the past Lutetia hosted world renowned artists and writers like Picasso, Matisse, André Gide, as well as singer Josephine Baker and honeymooning Charles De Gaulle. Today it is still characterized by the constant presence of permanent art with sculptures by Philippe Hiquily, Arman, César and Chemiakin. But to be appreciated completely, even art needs modernity. Thus, Hotel Lutetia has decided to renew itself by equipping its premises and rooms with the technology needed for increasing the level of comfort and broadening guest services. And to do so, it has chosen VDA Multimedia as its technological partner. VDA Multimedia is an Italian multinational company headed by Alberto Vuan from Pordenone, a company that is the leader in the production of interactive TV systems for hotels, clinics and cruise ships.

The interactive TV project that VDA Multimedia installed in Hotel Lutetia is available in two languages - English and French - and includes an On-Demand Entertainment package with TV, Video On Demand, games, Music On Demand, Internet Radio and the Hotel Magazine, a true interactive channel with which the guest can find out everything about the hotel: the restaurant, the bar, the service room, etc. and watch the hotel's presentation video.

### **VDA Multimedia**

VDA Multimedia is a multinational company that is one of the foremost European producers of interactive TV for hotels, ships and clinics. Created in Pordenone in 1996 by Alberto Vuan, it exports its own multimedia television system in three continents and controls companies in all the major European capitals, as well as the Arab Emirates.

It broke into the international market thanks to an advanced product and the flexibility of its technological solutions, obtaining an average annual business growth of 50% and installing its computer network in more than 100,000 hotel rooms.

Some of the prestigious hotels that have chosen VDA are the Jumeirah Beach Hotel, the

Emirates Tower Dubai, Hotel Ritz, Holiday Inn Disneyland, Crown Plaza, Sheraton Four Points and Rocco Forte Hotel.

VDA has attracted partners such as IBM, BTicino, Philips, Netinsat and LG.

## **Hotel Lutetia Paris**

Hotel Lutetia was built in 1910 and was the first art-deco hotel in Paris. It is located in the heart of the Saint-Germain des Prés arrondissement and bears witness to the artistic vivacity that has characterized the French capital since the middle of the 20th Century. It has welcomed artists and writers like Picasso, Matisse and André Gide and other famous personalities such as singer Joséphine Baker and General Charles de Gaulle on his honeymoon.

Even today many international celebrities choose Hotel Lutetia for its charming rooms and discreet staff as a place to reside and meet. The hotel is the seat of permanent artistic exhibitions with sculptures by Philippe Hiquily, Arman, César and Chemiakin.

It is a luxury hotel that is exceptionally attentive in all aspects: it has various suites and rooms with all comforts. Guests can choose among three high-class restaurants and use a meeting center equipped for every need.

**For further information: [www.lutetia-paris.com](http://www.lutetia-paris.com)**

*For further information about VDA Multimedia:*

**Web site: [www.vdavda.com](http://www.vdavda.com)**

**Press Office: Francesca Benvenuto**

VDA Multimedia Spa Via Zanussi, 3 Pordenone - Italy

Mob. +39 339 1244709

[francesca.benvenuto@diomede.net](mailto:francesca.benvenuto@diomede.net)