

## **HOTEL RITZ PARIS CHOOSES VDA MULTIMEDIA'S TECHNOLOGY**

*After an international competition with other 9 companies, VDA Multimedia with its VDA France filial has become the technological partner of one of the most prestigious hotels in the world. The Da Vinci Code was shot in one of its rooms, Coco Chanel lived in it for 30 years, Lady Diana and Al-Fayed dined in its restaurant for the last time.*

It is the Parisian hotel that is associated with Hemingway, Coco Chanel and the Da Vinci Code, and it has chosen VDA Multimedia to renew its technology. In fact, for Hotel Ritz Paris the Italian multinational company headed by Pordenonese Alberto Vuan and leader in the production of Interactive TV systems for hotels, clinics and cruise ships, has been the market's best choice for renewing the technology of the hotel located at Place Vendome. Ten competitors were invited to participate in the competition organized by the hotel, which is owned by Egyptian Prince Al-Fayed. After a long series of presentations, demonstrations and examinations, VDA, thanks to the work of the Parisian filial directed by Antonio Spera, was able to gain the trust of the hotel, which can rely on VDA's systems and the many references acquired recently around the world (Jumeirah Beach, Emirates Tower, Rocco Forte Hotel, La Reserve).

The Interactive TV project that VDA is installing in Hotel Ritz is aimed at satisfying a very exigent clientele and finding the right balance between high technology and the classic opulence and luxury that have become the hotel's forte. It is a situation that is perfectly in line with PowerTV, the Interactive TV system developed by VDA Multimedia in order to meet the needs of a hotel thanks to its outstanding possibility for being personalized, in regards to both its aesthetic aspect and service availability.

Starting with the TV's graphic interface, personalized according to the hotel's image, the PowerTV platform in all the Ritz's rooms will make it possible to choose the type of entertainment and interact with the hotel's services. In fact, 130 quality TV channels and 80 films on demand in various languages, including Russian, Japanese and Arabic, as well as the usual languages, have been installed. All this is combined with a very rich musical database, a selection of games and connection to the Internet directly from the TV. Furthermore, the guest can use the Hotel Magazine. It is a true interactive channel through which he or she can obtain all the necessary information about the hotel and interact with services such as the restaurant, the bar, room service, etc.

In other words, it is an excellent technology with specific characteristics, made entirely in Italy, that has proven to be victorious on an international level. In particular, for what re-

guards the far-seeing choice of uniting the technology with another important aspect: useful and functional contents, created by an editorial office that is capable of giving an additional value to the quality of VDA, confirmed by the best international hotels.

## **RITZ HOTEL**

Hotel Ritz is located in the center of Paris, at 15 Place Vendome. It was built in the first part of the 18th Century as a private residence until Cesar Ritz transformed it into a luxury hotel, inaugurating it on June 1, 1898. Thanks to its opulence and the cuisine of a minor partner, Auguste Escoffier, the hotel became synonymous with pomp, service and refined food.

It is made up of two buildings, Vendome and Camion, and has 130 rooms and luxury suites.

It became an important and coveted destination for many of the world's richest and most famous people, with rooms now named in their honor: Ernest Hemingway, who lent his name to a bar, Francis Scott Fitzgerald, Marcel Proust, King Edward VII of Great Britain, Rudolf Valentino, Charlie Chaplin and Greta Garbo. Furthermore, fashion designer Coco Chanel made Ritz her home for more than thirty years.

In 1979 the Ritz Paris was bought by Egyptian magnate Mohamed Al-Fayed, who gave it additional importance. And it was precisely from the hotel that his son Dodi Al-Fayed with companion Diana Spencer left to die in a car crash in the Pont de l'Alma tunnel.

In the famous novel The Da Vinci Code protagonist Robert Langdon resides at the hotel during his Parisian sojourn; and it was precisely in one of the hotel's rooms that the film with Tom Hanks was shot. Today the hotel offers special packages thanks to which it is possible to reside in the Robert Langdon suite and visit the Louvre, the museum in which the narrative takes place, accompanied by a professional guide.

**For further information on Hotel Ritz: <http://www.ritzparis.com/>**

## **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, back then only thirty years old and today considered by Economy magazine to be one of the "magnificent seven" successful Italian entrepreneurs, VDA Multimedia exports its own multimedia television system in three continents and controls companies in all the major European capitals, as well as the Arab Emirates. In particular,



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it was VDA France that concluded the agreement with Hotel La Réserve Geneva. VDA France is headed by Antonio Spera, one of the company's youngest managers who can already boast of important experience abroad with Nokia and Thomson Multimedia.

In fact, VDA is an exceptionally creative company with outstandingly original human resources. It arrived on 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.

VDA offers highly technological and reliable services that have become an absolute must for many hotels in Europe, Africa and the Middle East. Besides the recent acquisition of the Ritz Paris, VDA also has as its clients the Jumeirah Beach Hotel and the first seven-star hotel in the world, the Emirates Tower Dubai.

VDA's commercial and financial potential has attracted prestigious international partners such as IBM, BTicino, Philips, Netinsat and LG. Recently, part of the VDA group was acquired by Friulia, the financial company from the Friuli Venezia Giulia region.

*For further information about VDA Multimedia:*

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