



## **VDA MULTIMEDIA & ROSARI IT-SERVICE: A WINNING COLLABORATION BORN IN THE FIELD**

***After combining forces on their first hotel, the Four Seasons Des Bergues of Geneva, the collaboration between VDA Multimedia & Rosari IT Services transformed into a commercial partnership. And success has already arrived: La Reserve, Richemond, Negresco & Domaine de Divonne.***

A winning collaboration that has created great new opportunities in the Swiss & French markets: is the agreement reached by VDA Multimedia with Rosari IT Services, Swiss integrator of solutions & services technology, like interactive TV, with which the Italian company has already created various projects within hotels. Thanks to the reliability demonstrated, in the field, & the capacity to respond both to the needs of VDA & the hotels, Rosari IT has become a very important commercial partner: "After the first luxury hotel that VDA equipped in Switzerland, the Four Seasons Des Bergues, in the fascinating & meticulous Geneva, - explains Antonio Spera, director of the VDA France chain – the Swiss market has demonstrated a great receptivity to our product. It has in fact, welcomed, the level of service that VDA offers".

### **A collaboration to expand the market**

The technology of the Italian multinational leader in the production of interactive TV systems for hotels, clinics & cruise ships, has in fact received a very positive response from the market & among them direct testimonies come from other prestigious hotels that have chosen the VDA solution, installed by Rosari IT-Services: Domaine de Divonne of Geneva, Negresco of Nizza & the Swiss chain Manz Privacy Hotel. "This highly, advantageous competitiveness, - continues Spera – that in Europe has no rival, has shown VDA Multimedia to be the most appropriate choice for prestigious, luxury hotels, such as La Reserve & the Richmond of Geneva. All of this would not have been possible without the support & collaboration of the Swiss businessman Max Rosari, who with his Rosari IT-Services, made the implementation of solutions & quality services to clients a necessary & fundamental component to maintain the name of VDA & the high quality of its content". The stipulated agreement in fact foresees that Rosari IT-Service, whose reliability has been confirmed by clients of the calibre of Rolex, will take on the responsibility of integrating technology solutions, from installation to maintenance & assistance. A collaboration that is also interesting for German Switzerland, where large investments are being made in the hotel sector, & in the south of France where Rosari has become the commercial reference point for VDA. "The partnership with Rosari – Antonio Spera explains further – will allow our group to move ahead in its continued expansion & conquest of the high end market".

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**VDA Multimedia Spa:** is a multinational leader in offering interactive TV systems. The PowerTV system represents the most advanced platform for infotainment of today. Started in 1996, VDA Multimedia is among the pioneers in the production of interactive TV for hotels, cruise ships & clinics. The fully digital Active3 solution & the PowerTV communication format can be found in over 100 thousand hotel rooms in the best hotels on three continents (Europe, Asia & Africa). Among the most prestigious clients are: Paris Ritz, Negresco of Cannes, Jumeirah Beach Hotel & the Emirates Tower of Dubai, Okura Amsterdam & many other hotels from the following international chains; Rocco Forte, Sheraton, Hilton, Four Season, Kempinsky, Jolly, Millennium & Coptorne, Holiday Inn, Ramada & Crown Plaza.

VDA Multimedia has an annual growth trend of over 30% & controls businesses in the UK, Benelux France, Spain, Germany, Hungary & the Middle East. [www.vdavda.com/eng/company.htm](http://www.vdavda.com/eng/company.htm)

**Rosari IT Service:** Rosari IT Service is an integrator of technological solutions (IT-Maintenance, PPV, multimedia, internet, telecommunications etc) with over 20 years of experience. Operating above all in Switzerland & France & creating highly strategic partnerships with the likes of Dell, HP, Microsoft, ATI,



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Cisco/Linksys, Nomadix, as well as the VDA Group. It is a certified Microsoft partner, Sage PME & PMI. For further information: <http://www.rosari.ch/>

**École Hôtelière di Losanna:** The «Ecole hôtelière» of Losanna was born in order to respond to the need for qualified personnel who were highly sought after during the tourism boom at the end of the XIX century. The institute, which the Confederation has given the status as professional, university school, is the best known hotelier school, with the longest tradition, in the world. Over 25,000 people have studied at the school to become hotel & restaurant managers & they have gone on to work all over the world. The 1,500 students who study at the school annually come from over 80 different countries & all of the continents.

Source: <http://www.story.presence.ch>

For further information: [www.ehl.ch](http://www.ehl.ch)