

VDA Multimedia conquers South Africa: "The interactive TV in Sun City is Italian."

VDA lands in the new South Africa market gaining the confidence of two important partners: Sun International and Dimension Data. The plan is to involve about 4000 rooms where Power TV, the Italian interactive TV by VDA, will be installed,.

Among the various competitors in the race, also beaten, were Microsoft, the colossus of Bill Gates.

Pordenone, 12 June 2008 - Sun City will watch Italian interactive TV by VDA. It is a real success that the Italian multinational has managed to gain in South Africa, a completely new market characterized by a context of strong contrasts. After talks and presentations that had lasted for more than two years, VDA Multimedia won the trust of the Sun International hotel chain and now has an important, close partnership with Dimension Data, the largest distributor of network technology in the world providing systems for governments, military organizations, corporations, etc. This collaboration, constantly evolving, should involve around 4000 rooms (5 hotel located in Sun City and 10 hotels in other parts of South Africa and neighbouring African countries), which will be installed with VDA's interactive, PowerTv. So far 2 hotels in Sun City and one in Nigeria have been equipped with. This is an important project that will result in a winning business card in view of the World Football Cup, 2010, being held in South Africa.

VDA was awarded the project after an international competition involving global player like Microsoft. It was accepted only after a completion of a test involving 25 rooms set up in the laboratories of Dimension Data.

"I can say with certainty - explains Raffaele Franceschi, business development director, who followed the whole project - that what we did is only the first step and that a constant effort will be required in order to improve our services. For us it is an important project and we are proud of the confidence that Dimension Data has granted us: Sun International is the smallest hotel chain and in two years, in 2010, there will be the World Football Cup. It's easy to understand, then, what opportunities and business opportunities this situation can represent for us. "



VDA Multimedia S.p.A - V.le L. Zanussi,3 - 33170 Pordenone p.i. 00632290938 Reg. Impr. Pn: 125793 Cap.Soc. € 2.755.750,00

VDA Multimedia Spa is a multinational leader in providing Interactive TV systems. Today the PowerTV system is the most advanced platform of Infotainment there is. Started in 1996, VDA Multimedia is one of the pioneers in the production of InteractiveTV systems for hotels, cruise ships and clinics. The fully digital Active3 and PowerTV communication format solutions are now in over 100 thousand rooms of the best hotels on three continents (Europe, Asia, Africa). Among the most prestigious are: Ritz Paris, Negresco in Cannes, Jumeirah Beach Hotel and Emirates Tower of Dubai, Okura Amsterdam and many International hotel Chains, Rocco Forte, Sheraton, Hilton, Four Seasons, Kempinsky, Jolly, Millennium & Coptorne, Holiday Inn , Ramada and Crown Plaza. VDA Multimedia has a trend of an annual growth exceeding 30% and controls companies in the UK, Benelux France,, Spain, Germany, Hungary, Thailand and the Middle East. www.vdavda.com/eng/company.htm