

## **VDA MULTIMEDIA UNITES WITH SWISS LUXURY**

*La Rèserve Geneva chooses VDA Multimedia as its technological partner for high quality interactive TV services. Among these, stands out the innovative digital TV system, TV Over Ip.*

VDA Multimedia is the new technological partner of La Réserve Geneva, one of the most exclusive Swiss luxury hotels. The agreement was reached after a careful selection of candidates, out of which emerged the winner, VDA Multimedia's filial VDA France, directed by Antonio Spera, in collaboration with the integrator of the Rosari IT - Service project. This agreement means that VDA is not only the La Réserve Geneva's favorite partner, but also that of the entire La Réserve group (shortly, there will be nine new hotels in France).

La Réserve is one of the most luxurious hotels in Switzerland and has a very exigent clientele. It is respected for its design and for the many services it offers its clientele. Thus, the hotel requires advanced technological services and above all, those that guarantee maximum reliability. The choice was VDA Multimedia, the multinational Italian company headed by Alberto Vuan, leader in the production of interactive TV systems for hotels, clinics and cruise ships with vast experience accumulated in 20 years with high quality hotels, such as Ritz Hotel Paris, Four Seasons Geneva, Straf in Milan, etc.

### **Digital TV**

Especially for La Réserve, VDA Multimedia has installed a real technological innovation for interactive TV services for hospitality: the TV Over Ip, or rather, the digital TV that distributes television content using an IP data network and standards used for the Internet. In fact, all the television channels installed for the hotel in Geneva have a digital transmission, contrary to the classic analogical technology. This gives the audio/video signal better quality and more resistance to interference. It also provides more television channels in respect to the number on traditional TV, with more functions like subtitles, multi-language films and an interactive guide to programs.

### **Maximum personalization**

For La Réserve VDA Multimedia has created a precise PowerTV interface personalization, that is, a multi-service platform of interactive TV present in all the rooms. It was designed for being perfectly in line with the image coordinated by La Réserve, as well as

for meeting the clientele's needs. In fact, PowerTV does not only exist in the standard languages, but also in Russian and Arab.

The PowerTV system installed for La Réserve also offers music, film on demand, games, institutional videos, the Hotel Magazine with all the hotel's services and the City Magazine, a personal tourist guide that recommends exciting places, cafes and shops. The latter is created entirely by VDA Multimedia's editorial department.

\* \* \*

## **La Réserve**

La Réserve Geneva is one of the most luxurious hotels in Switzerland. It is distinguished by its structure: it was created by architect Jacques Garcia, who gave it style and modern design. The location gives La Réserve a particular charm: it occupies ten acres of a lakeside park. It is a quiet and reserved place, a few kilometers from the city center on the way to the airport.

The interior is just as fascinating and comfortable: leather desks, granite bathrooms, parquet floors and thick velvet bed covers; while colors reflect the tones of the earth - brown, red and violet.

La Réserve is distinguished also by the services it offers its clientele. The spa occupies an entire floor and contains open and closed pools, 17 entertainment rooms and a hair-stylist. Three restaurants offer a variety of tastes: Tsé-Fung serves Chinese food, Le Loti offers Mediterranean cuisine and the minimalist Une Autre Histoire serves light dishes. The lounge is the center of activity with a nightly DJ and a wide array of cocktails and alcoholic drinks.

**For further information on Hotel La Réserve Geneva: <http://www.lareserve.ch/>**

## **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,



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

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 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.

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 conquest 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:*

**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)