

## Power HD TV. Digital generation

*VDA Multimedia breaks through a new technological frontier. The first producer in the world to offer a platform for interactive, high-definition TV dedicated to the world of hotel hospitality and conference facilities. PowerTV HD is a real revolution: real-time news and weather, hotel facilities, information, tourism suggestions, video, films, dynamic signage and more. All of this on the same television screen.*

### **Pordenone, 23 October 2008**

The future is in high definition and it's called PowerTV HD. It is the latest technological frontier on which the Italian Multimedia company, VDA Spa, has measured itself. It is currently the only system for interactive TV in HD on the market and is already installed in luxury hotels all over the world. This new digital platform offers a quality unmatched by past technologies and is enhanced by the radical change of content in the design phase and the use of HD televisions and Full HD.

Unlike interactive TV systems currently in use that do not exploit the innovative potential of HD, HD PowerTV makes it possible to offer a more structured and richer user interface. This means that on the same screen, you can see more news in real time, automatically updated (RSS), video channels with the formula picture-in-picture (PIP), weather in real time and more. The text readability over long distances is also greatly improved. The overall effect is of a greater level of richness in content and quality, modernity and elegance, and a perceivable value in the service offered by the hotel. This is a solution that combines technology and content, and is entirely thanks to the choice VDA has made to have a real, internal editor. Exploiting the potential of digital content through creating "ad hoc" editorial content, entered into an innovative menu of interactive pages (on the facility, information on places, restaurants, shopping opportunities etc.).

From a technical standpoint, PowerTV HD utilizes the IP distribution channel (IPTV, Internet Protocol Television). This is a digital platform: the signal comes into the room through the standard CAT5 cable network or through a phone pair cable, thus eliminating the problems of traditional systems that use coaxial cable (noise, interference, "snow" effect). This system provides many more channels than analogue and supports the introduction of subtitles, multi-language films, an electronic programme TV guide (EPG) and Personal Video Recorder (PVR) allowing hotel guests to schedule the recording of TV programmes.

Regarding the hotel public zones or conference hall areas, VDA Multimedia has developed a fully digital solution that allows you to increase the value of communication and the perception of hotel hospitality services. It's called PowerSignage. A digital signage system designed to manage content, static or audio-visual, on different screens placed in public areas. It can provide both simple directions to the conference areas (dynamic signage) and more complex information: special offers and useful information in waiting areas (news, stock quotes, weather), messages about the hotel, advertising, promotional videos, internet sites etc. All this developed according to a logic that is at once both television and internet. The whole process of content production and distribution is managed by the back office, independently and in real time, thanks to a "web based" user interface. The system consists of a server connected to a network and a small interface box is connected to each TV. It works equally well with video projectors, LCD and plasma screens, or PC monitors of any size and brand and it is fully integrated with the PowerTV platform.

### **Technical Insights:**

**PowerTV HD** is the newest platform for interactive, digital TV. Through the use of High Definition TV (HD Ready and Full HD), it offers a range of services and multimedia content in High Definition. Unlike traditional, interactive TV systems, it allows you to develop interfaces that are more structured and richer thanks to a more defined and visual format. This, in concrete terms, means more news in real time, automatically updated feeds (RSS), video channels with formula picture-in-picture (PIP), a high possibility of customization and superior legibility of texts, even over long distances.

**IPTV:** TV over Internet Protocol (IPTV) is a solution for the distribution of digital TV programmes in hotel rooms using the same network used for interactive TV. It allows for an exceptional digital TV image quality (including HD) as well as sound in all rooms regardless of location. Furthermore, it allows you to delete the existing distribution network built within



the old coaxial cable, which is subject to limitations in the number of TV channels, the quality of the signal transmitted as well as the decay of its performance over time, which requires costly maintenance.

One very welcome feature is the Personal Video Recorder (PVR) that lets you record a TV programme and view it when you prefer in your room.

The IPTV solution is not to be confused with those offered by operators who install telephones in rooms with a box connected to the Internet.

**Power Signage** is a solution designed to manage audio/video and television programmes on TV screens positioned around the hotel, or, to achieve dynamic signage solutions in congress areas. The system consists of servers connected to the hotel network: next to each TV a small, interface box is placed. You can connect the system to video projectors, LCD/plasma TVs or PC monitor of any size and brand. It allows you to make a simple, autonomous and flexible choice as to “what content to distribute”, “where” and “when”. For example; information (news, weather etc), shows, messages to guests with fixed and/or sliding text, advertising, promotional videos on the chain, the facilities etc along with music, images, flash animation, PC screens, Internet pages and so on.

