

Park Plaza to introduce HD IPTVs



20 Febbraio 2008 - Flatscreen TVs have become the norm in many hotel chains, but Park Plaza is to go one step further, by installing high-definition internet television systems in its guest rooms.

The group is to introduce VDA's Power TV HD in 12 of its properties by 2009, with the Park Plaza Victoria London being the first to benefit in May. One of the main advantages of internet protocol television

(IPTV), where the TV signal is distributed using a broadband internet connection, is the ability to provide guests with video, games and music on demand.

Marco Bartelsman, corporate IT manager for Park Plaza, explains that it was an "understanding of changing guest behaviour" which led to the decision to go HD.

He said: "A key advantage of using an IP-based system like Power TV is that it enables us to offer video on demand.

"The concept of pay TV is likely to become obsolete within the next two to three years, as guests no longer have the time or the interest to watch a film for more than two hours in their room. With video on demand, films can be paused and watched at guests' convenience, so they are much more likely to pay for the service."

For more information visit parkplazahotels.net. - Report by Mark Caswell

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