

## Park Plaza Hotels Begins First Implementation of VDA's Power TVTM HD



*Rapidly expanding European hotel group to provide high definition TV-based services in its key hotels*

**Minneapolis, MN (March 24, 2008)** - Park Plaza Hotels is to become the first hotel chain to install VDA's interactive, high-definition digital TV platform, PowerTV HD throughout the majority of its hotels. Park Plaza Hotels decided on the deployment following the successful implementation of 700 PowerTV standard

definition televisions in all 398 bedrooms of the newly opened Park Plaza County Hall hotel in London.

VDA's PowerTV system in high definition transforms televisions throughout the hotel into a multimedia, interactive resource that provides previously unavailable services and information for guests.

With PowerTV HD, Park Plaza Hotels will be able to provide its guests with films on demand, games, music on demand, internet and the hotel's information channels all at the best possible picture quality. As well as providing hotels with an outlet for new marketing initiatives, these facilities also provide numerous up-selling opportunities and allow hotels to keep in close contact with their guests throughout their stay.

"After looking at a number of solutions we felt PowerTV offered superior technology, but it was the company's in-depth understanding of changing guest behaviour that was the deciding factor," explains Marco Bartelsman, corporate IT manager for Park Plaza Hotels. "For example, a key advantage of using an IP-based system like PowerTV 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."

"VDA had a clear roadmap of how it could integrate our standard high-speed internet with its system using our existing coax cabling. The VDA system has been customised for our needs and provides us with full control over internet access and how we charge our customers," continues Bartelsman.

Gary Francies, director of VDA, says, "IPTV in high definition really is the future of inroom entertainment. When you have an IP-based system a new world opens up because you can provide laptop quality, internet access as well as television using the same equipment. Our vision for the future is that TV will become the single entertainment and information portal in the room. Park Plaza Hotels is leading the way in making that vision become a reality." VDA will implement PowerTV HD in 12 Park Plaza Hotels by 2009, with the next UK installation at Park Plaza Victoria London in May. This will be followed by a second phase of installation in the remaining 11 hotels as existing contracts expire.

Notes to

Editors: Park Plaza Hotels Limited is owner, ope-



rator and franchisor of hotels in Europe, the Middle East and Africa. The Group operates under two brands: Park Plaza Hotels & Resorts (part of Carlson Hotels Worldwide), over which the Group has exclusive rights in 56 countries in EMEA and art'otel, a brand to which the Group has exclusive worldwide rights. Park Plaza Hotels also manages the luxury all-suite Plaza on the River – Club and Residence, London. Through its strategic partnership with Carlson, one of the world's largest travel and hospitality companies, Park Plaza Hotels has access to Carlson's powerful reservation and distribution system, airline partnerships with 19 airlines, loyalty programmes such as goldpointsplusSM for guests and Look To Book® for travel agents, and cross-selling opportunities.

There are currently 26 properties and over 4,700 rooms in the Group's portfolio. By 2010, the Group's committed projects and territorial franchise agreements are expected to increase the number of rooms to over 8,000. Projects already under development include Park Plaza Marrakech (2009), Park Plaza Nuremberg (2009), art'otel cologne (2009) and Park Plaza Westminster Bridge, London (2010). Park Plaza Hotels floated on London's AIM Stock Market in July 2007.

**Our Brands:**

[www.parkplaza.com](http://www.parkplaza.com)

[www.artotels.com](http://www.artotels.com)

[www.plazaontheriver.co.uk](http://www.plazaontheriver.co.uk)

**Our Company:**

[www.parkplazahotels.net](http://www.parkplazahotels.net)

For images and logos visit [www.leonardo.com/parkplazahotels](http://www.leonardo.com/parkplazahotels)

**About VDA**

Founded in 1980, VDA are leading providers of hotel technology worldwide. They offer complete in-room entertainment system including IPTV, pay TV, on screen internet, through TV games and music and wireless laptop broadband with PowerTV™. VDA's Micromaster solution offers a comprehensive energy micromanagement which integrates seamlessly into existing back office systems. For more information please visit [www.vdavda.com](http://www.vdavda.com)

**Per maggiori informazioni su VDA Multimedia:** [www.vdavda.com/](http://www.vdavda.com/)

**Ufficio Stampa VDA Multimedia:**

Francesca Benvenuto, [benvenutof@vdavda.com](mailto:benvenutof@vdavda.com), mob. 3391244709