



Park Plaza hotels being installing PowerTV high definition system

20 Febbraio 2008 - In the past there have been plenty of stories about US hotel chains implementing high definition TV services for their guests, but not much mention of the same happening in the UK.

Now, Park Plaza Hotels are set to become the first hotel chain to install VDA's interactive, high definition digital TV platform to allow for PowerTV HD to be used throughout most of its hotels.

PowerTV offers various services including films and music on demand, games, Internet access, and hotel information channels, all in high quality.

IT Manager for the hotel chain said that they looked into using the PowerTV system because, much like home consumer offerings like Sky+, Sky HD, The V+ Box, and BT Vision, hotel customers can now pay for films on demand and fully control them.

"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," said Marco Bartelsman.

Gary Francies, director of VDA, says, "IPTV in high definition really is the future of in-room 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."

The system is set to be installed in 12 of Park Plaza's hotels by 2009, commencing with the Park Plaza Victoria London in May.

Per maggiori informazioni su VDA Multimedia: www.vdavda.com/

Ufficio Stampa VDA Multimedia:

Francesca Benvenuto, benvenutof@vdavda.com, mob. 3391244709