



VDA MULTIMEDIA REVOLUTIONISING THE WORLD OF HOTEL CONGRESSES

This new congress service of digital TV and Power TV offers the possibility of organising congresses that are both personalised and beamed directly into guests' rooms.

VDA Multimedia presents a new service available on the Power TV platform, totally dedicated to the world of hotel congresses. The principal idea of this innovation is very simple: *why not offer all of the relevant information that relates to the congress directly into the hotel rooms of congress participants? Why not also allow the hotel to update this information directly?*

To all these questions VDA Multimedia offers a simple answer that's easy to implement: the Congress service connects with the Web Editing service to enable the updating of information. They can both be installed on the interactive TV platform, Power TV, offering the possibility of an advanced, high-quality service that will make guests feel that they are the centre of attention at the hotel.

The Congress service

The specifics, the *Congress Service provides directly to the guests' rooms all of the information relevant to the congress* that they are following: work plans, timetables, breaks, meeting places, etc. This service is only available to guests that participate in the conference and who need to be kept informed. The standard Congress Service module includes 5 pages of comprehensive information including photographs and texts, it's also possible to add audio and film. This service is fully organised and run by VDA Multimedia, who, under close contact with the meeting planner, work to produce the pages and to send them directly to the rooms of the hotels in which the participants are staying.

The Web Editing Service

To this service you can add *the possibility for the hotelier to update the pages relevant to the calendar for the congress*. Thanks to the Web Editing Service it's actually possible to modify the information relevant to the conference, whenever required, without any difficulty. To do so only a few simple steps are necessary: the hotelier connects to the internet and accesses the reserved area using a name and password, they choose the relevant language and continue with the update, modification or cancellation. Once complete they confirm the changes. Within a few minutes the system updates the new information to all of the hotel rooms where the guests are staying. What's more the Web Editing Service permits the updating and modification of Power TV with information relating to the menu in the restaurant of the hotel.

For further information:

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