

MILAN - HOST 2007

HIGH DEFINITION, DESIGN, PORTABILITY: VDA GROUP INNOVATING HOTEL ROOMS

At the Milan fair dedicated to hospitality, VDA Group will present the new interactive, digital, TV platform, PowerTV HD and the innovative Portable In-Room Media Experience system: a multimedia revolution that enriches hotel rooms with new 'transparent technology'.

A new, high definition, digital platform dedicated to hotels and an innovative operating system for organising the multimedia content in rooms. These are the services that VDA Group will present at the **Host 2007**, the hospitality fair to be held in **Milan from the 19th to the 23rd of October**. At **Stand N40 P37**, in **Pav. 4**, VDA Group can be found with two novelties that will revolutionise the concept of in-room multimedia.

PowerTV HD

Is the new, high definition, digital platform of interactive TV from the **VDA Multimedia** brand. Using HD Ready TV, it offers high definition and the best quality picture.

Portable In-Room Media Experience

A revolution in multimedia for hotel rooms: allowing the organisation of portable, multimedia platforms from the TV in hotel rooms. Through appropriate connection it's possible to connect MP3 players, video cameras, digital cameras, portable PCs etc. This system, together with the high quality, digital platform and surround sound, transforms time spent in hotel rooms into a unique and complete "multimedia experience".

You can also find **VDA Elettronica** at the fair, which will present the first designer "intelligent room" that was born out of the concept of "transparent technology": a new generation of peripherals signed by noted designer and architect Marco Piva. We're talking about a new line of products that are totally revolutionary for the materials used (glass instead of plastic), for the special use of multi-colour lighting effects, for the "touch" technology that eliminates the need for traditional buttons. Every peripheral has a volumetric sensor available that is able to identify the presence of a client and to activate an intuitive, interaction through the use of animation and luminous, transparent effects.