

VDA MULTIMEDIA LAUNCHES IPTV THE NEW DIGITAL TV FOR HOTELS

Use the network used for both the Internet and information exchange and ensure more quality, channels, subtitles, languages and an electronic guide with an intuitive graphic interface.

VDA Multimedia's new digital TV enters Italian and world hotels. It functions through a network used for the Internet. This new technology was created by VDA Multimedia, an Italian multinational company headed by Pordenonese Alberto Vuan, leader in the production of interactive TV systems for hotels, clinics and cruise ships. The company's Research and Development department has designed a system that allows hotels to enjoy the advantages offered by digital TV, particularly greater quality and plurality, using the distribution network that is usually used for transmitting data. It is called Internet Protocol Television, better known as IPTV, and it signifies a technological platform for the distribution of television content in a digital format using an IP data network (networks LAN, MAN and WAN) together with the standards and protocols used for the Internet.

There are immediate advantages for the hotel:

1) Better quality of the video/audio signal

Digital transmission, in respect to the analogical one, is particularly strong in relation to electromagnetic interferences, echos, etc. Using modulation and digital compression techniques (DVB), television signals are codified in digital format (mpeg2) and transmitted to the territory using different systems: DVB-S for satellite transmissions, DVB-T for overland television diffusion and DVB-C for cable TV networks. The central digital antenna installed in the hotel is capable of receiving this type of signal, of decompressing it and transmitting it on the LAN network under the stream mpeg2 form. This way the original quality of the audio/video signal (and therefore the quality of the image on the TV screen) is maintained perfect, avoiding the typical loss of quality (disturbances, interferences, "snow" effect) that characterizes the analogical distribution systems based on coax. You can say that the average quality of television channels transmitted on IP is absolutely comparable with that of the films of the current VOD Plus system.

2) Quantity of available channels

With the IPTV system it is possible to receive and distribute a number of TV/radio chan-

nels in the hotel that are much better than the maximum number of channels offered by the analogical system based on the coaxial cable, which is physically limited by the size of the total transmissive band.

3) Additional functionality

The digital transmission techniques support some useful functions for the final user:

- subtitles
- various audio tracks (multilingual films)
- EPG, Electronic Programming Guide with a graphic interface, e.g. Sky)

The IPTV system adopted by VDA is perfectly integrated with the interactive TV platform, PowerTV Active3. This way VDA's digital TV provides the guest using the hotel room's television with an intuitive graphic interface that is perfectly coherent with the look & feel of the various sections of PowerTV Magazine, which contains information on the hotel and the city, offered by the PowerTV system.

VDA MULTIMEDIA

VDA Multimedia is a multinational company that is one of the foremost European producers of interactive TV for hotels, ships and clinics. Created in Pordenone in 1996 by Alberto Vuan, back then only thirty years old and today considered by Economy magazine to be one of the "magnificent seven" successful Italian entrepreneurs, VDA Multimedia exports its own multimedia television system in three continents and controls companies in all the major European capitals, as well as the Arab Emirates. In particular, it was VDA France that concluded the agreement with Hotel La Réserve Geneva. VDA France is headed by Antonio Spera, one of the company's youngest managers who can already boast of important experience abroad with Nokia and Thomson Multimedia.

In fact, VDA is an exceptionally creative company with outstandingly original human resources. It broke into the international market thanks to an advanced product and the flexibility of its technological solutions, obtaining an average annual business growth of 50% and installing its computer network in more than 100,000 hotel rooms.

VDA offers highly technological and reliable services that have become an absolute must for many hotels in Europe, Africa and the Middle East. Besides the recent conquest of the Ritz Paris, VDA also has as its clients the Jumeirah Beach Hotel and the first seven-star hotel in the world, the Emirates Tower Dubai.

VDA's commercial and financial potential has attracted prestigious international partners



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such as IBM, BTicino, Philips, Netinsat and LG. Recently, part of the VDA group was acquired by Friulia, the financial company from the Friuli Venezia Giulia region.

For further information about VDA Multimedia:

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