

VDA IS ROCCO FORTE'S TECHNOLOGICAL PARTNER

The Rocco Forte chain has 15 luxury hotels all around Europe and has chosen VDA Multimedia as its technological partner for Interactive TV. The interface is always personalized to the chain's image in all the hotels.

Berlin, Brussels, Edinburgh, Florence, Frankfurt, Manchester, Rome, St. Petersburg and many others: PowerTV is Rocco Forte Hotel's new Interactive TV. The Italian VDA Multimedia has become the technological partner of the European luxury hotel chain with its Interactive TV project created ad hoc for hotels in order to meet their needs related to image and services. VDA Multimedia, the leading company in the production of Interactive systems for hotels, clinics and cruise ships, has already installed the PowerTV system in 5 out of 15 hotels (another 3 are on their way). It is a technology chosen by the group's director for its realibility and potential.

The project designed especially for Rocco Forte is usually made in 5 languages (English, Italian, French, German and Spanish). Only the hotel in St. Petersburg has six languages with the presence of Russian. For all the hotels it includes: a **personalized interface** with the hotel chain's image (logos, colors, characters, structure, etc.), the presence of images of the group's other hotels, a welcoming video from the hotel's director, information of the Rocco Forte chain and a series of services offered from time to time based on the hotel's needs.

The latter include: **Entertainment** with film, music, games, traditional TV or the innovative TV Over Ip, hotel radio and internet radio; **Business and web** services on the Internet, email, information on the business center and facilities with messages from the reception; the **Hotel Magazine**, a true interactive channel with information on the hotel (spa, restaurant, bar, gift vouches, alarms, etc); the **City Guide**, a little tourist guide in TV format with information on shopping, amusement, places to visit, etc.; the **Experience** section (personal stopper, bath butler, tea room, etc.).

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, it exports its own multimedia television

system in three continents and controls companies in all the major European capitals, as well as the Arab Emirates.

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.

Some of the prestigious hotels that have chosen VDA are the Jumeirah Beach Hotel, the Emirates Tower Dubai, Hotel Ritz, **Holiday Inn Disneyland, Crown Plaza, Sheraton Four Points and Rocco Forte Hotel.**

VDA has attracted partners such as IBM, BTicino, Philips, Netinsat and LG.

Rocco Forte Hotel

Rocco Forte is a luxury hotel chain spread throughout Europe: Beaujolais, Berlin, Brussels, Cardiff, Edinburgh, Florence, Frankfurt, Geneva, London, Manchester, Sicily, St. Petersburg (Munich and Prague to be realized). Each hotel reflects the place's unique personality, offering an image and services coherent with the city and the atmosphere. This way no hotel is similar to another, yet all are able to guarantee the same high quality standards.

Sources and references: <http://www.roccofortehotels.com>

For further information about VDA Multimedia:

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