

VDA MULTIMEDIA'S TECHNOLOGY CONQUERS THE SIXTY, THE TRENDIEST HOTEL IN RICCIONE

The first design hotel in the Sixty hotel chain has chosen the professionalism of VDA Multimedia from Pordenone. Already a technological partner of some of the most prestigious hotels in the world, the company will now work with the leader in the sector of youth fashion.

Youth fashion bets on VDA Multimedia's technology. In fact, the Sixty Hotel in Riccione is an example of how the great brands have begun to build and fortify their visibility, pointing at the hotel sector. This is a hotel created by the leader in youth and trendy clothing, with a passion for art and design. If the hotel's aesthetic soul was handled by young Italian and foreign artists, with complete expressive freedom, the technological one is a fruit of years and years of work by VDA Multimedia, the Italian multinational company directed by Pordenonese Alberto Vuan, leader in the production of Interactive TV systems for hotels, clinics and cruise ships.

The Interactive TV project that VDA will install in the Sixty Hotel is aimed at satisfying a young clientele with a strong predisposition for the use of technology. It is a situation that is perfectly in line with the PowerTV platform, the Interactive TV system developed by VDA Multimedia in order to meet the needs of hotels thanks to its outstanding possibility for being personalized, in regards to both its aesthetic aspect and service availability.

The PowerTV platform in all the hotel rooms will make it possible to choose the type of entertainment and interact with the hotel's services. The guests will be able to access a very rich musical database, watch films on demand, connect to the Internet directly from the TV and have a vast choice of games. Furthermore, the guests can use the Hotel Magazine to obtain information about the city and environs with particular attention to shopping and popular cafes, a service created by VDA's editorial office for Sixty's young target. It is an excellent, competitive and victorious technology, capable of catering to various types of hotels and satisfying the needs of the most prestigious clients.

SIXTY HOTEL

Sixty Hotel is located on Via Milano 54, Riccione, in a strategic position on the corner of Viale Ceccarini, known for being the shopping street. It is original in everything, starting from the four-floor building with the main facade covered by a lucid surface with ecliptic forms that are simultaneously the eyes onto the city and the windows for the external

"public."

It is a four-star hotel aimed at fashionable and technological people under thirty, created more as a meeting place rather than a place to stay. The informal entrance passes through a bar, accessible from the external area and ideal for an aperitif. Next to it is none other than a Sixty shop. There are 40 rooms, one different from the other, personalized by young artists and dispersed on four floors, each with a different color.

For further information on Hotel Sixty in Riccione: <http://www.sixtyhotel.com>

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.

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 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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