

VDA MULTIMEDIA CREATES A PARTNERSHIP WITH INTERFACE AUDIOVISUAL

The agreement will allow VDA to offer hotels more advantages in renting new generation Interface televisions and in integrating its offers with the PowerTV interactive TV systems. These advantages are both logistic and financial, in Italy and abroad.

The Holding Interface Audiovisual, distributor of audiovisual apparatuses, is VDA Multimedia's new commercial/financial partner for installations in the European market. Thanks to the agreement, the VDA Group, leader in the production of Interactive TV systems for hotels, clinics and cruise ships, will integrate its commercial offer for what regards open architecture televisions with post-sales logistic services and financial solutions studied specifically for the hospitality world.

In detail:

- Technological brands of high quality and reliability (Philips, LG, Samsung, Sharp)
- Custom-made financial solutions (Leasing, Factoring, Operative rental)
- Delivery and installation costs not at the hotel's expense
- Pick up & return assistance for the entire duration of the contract
- Extension of guarantee for the entire duration of the contract
- Annual substitution of 20% of the hotel's televisions with new generation televisions
- An additional television for every 50 useable acquisitions in case of technical malfunctions and in order to guarantee continuity of service

"The agreement demonstrates our high value and confirms VDA's strategy as a global partner for hotels and hotel chains providing in-room entertainment solutions," underlined Lorenzo Baroni, the group's managing director. "For this reason, in the following months we will put forth a series of New.Co in Europe focused on financial services that will support technological investment in the hotel world." The latter has obtained a fundamental role in the hospitality world, where hotel clients consider the quality of Interactive TV as one of the hotel's main offers. Payment flexibility, functioning guaranteed 24 hours a day/7 days a week, and a programme renewal in the hotel televisions all allow the hotel to maintain high-quality standards and a perfect cost plan.

VDA Multimedia Spa is a multinational leader in Interactive TV systems. Today the PowerTV system is the most advanced Infotainment platform. Created in 1996, VDA Multi-



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Multimedia is one of the pioneers in the production of InteractiveTV systems for hotels, cruise ships and clinics. The Active3 full digital solutions and the PowerTV communication format exist today in more than 100 thousand rooms in the best hotels on three continents (Europe, Asia, Africa). Among the most prestigious clients are: Ritz Paris, Negrresco in Cannes, Jumeirah Beach Hotel and Emirates Tower in Dubai, Okura Amsterdam and many hotels from international chains such as Rocco Forte, Sheraton, Hilton, Four Season, Kempinsky, Jolly, Millennium & Coptorne, Holiday Inn, Ramada, Crown Plaza.

VDA Multimedia has an annual growth of more than 30% and has companies in the UK, Benelux, France, Spain, Germany, Hungary and the Middle East.
www.vdavda.com/eng/company.htm

Interface Audiovisual SA is the official distributor of multi-brand audiovisual apparatuses such as video projectors, plasmas, lcd TVs and video-conference and video-communication systems, all thanks to exclusive partnerships with the production leaders in the market (LG, Sharp, Philips, Samsung). Among its clients are Telecom, Starhotels, Ventaglio, McDonald's, Lufthansa, La7, Just Cavalli, Mondadori.

For further information about VDA Multimedia:

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