

# Aesthetics and Design Gain Importance in In-Room Controls

*Contemporary Design Can and Should Incorporate New Technologies in New Ways*

*The recent launch by VDA of new glass touch panel room controls is very much in keeping with the movement by hotels towards new contemporary design ideas – even in “classic” settings. We spoke to Alberto Vuan, Managing Director of VDA Multimedia about how hoteliers are adopting these kinds of technologies in the current climate.*



**Alberto VUAN**  
Executive Chairman and  
Managing Director  
VDA Multimedia

Alberto Vuan is the Executive Chairman and Managing Director of VDA Multimedia. After he obtained his economics degree at the University of Trieste, in 1991 he joined VDA Elettronica, the company his father established. His arrival marked a change in the course of their business, from electronic third-party products to a proprietary technology for the hotel market. In 1996, Mr. Vuan established VDA Multimedia, which specialised in production and distribution of services and contents for entertainment and infotainment systems via TV, focused on hotels, hospitals and cruises markets.



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## How have you seen the financial crisis impact the way hoteliers choose in-room technology?

As any other critical situation, this financial crisis is increasing the attention of any buyer on the real value of the products and technologies in which they are investing. The players of the In-room Technology market have been used to selling products and services bundled together. The mix of product quality and service quality (pre- and post-sales) will increasingly define the market positioning of each player, while hotels will increasingly face the dilemma of choosing between two options: a “low cost” solution in terms of product with minimised service, or investing into a long-term partner with higher priced products, but who allows the hotel to save money through the services he provides. VDA's positioning is more and more on a mix of technology and service

with an increasing component of useful services and an important new component that is represented by added value in the form of Design. In this respect, using new technologies blended with design for in-room controls is very useful in a hotel's interior design. Today this should be a reliable and advanced piece of technology able to manage Access Control, Temperature Control and Lighting Control using just one system, and in a seamless way.

## How can hoteliers optimise their efficiency through these kinds of technology investments?

I think nowadays it makes a lot of sense to invest in a technology platform and Building Automation System that is really seamless and integrated. Why buy three different subsystems (access control, temperature control, lighting control) when a unique system can provide an excellent solution with

all the advantages of the “native integration” of a modular and scalable system, starting from the CAPEX cost saving? Moreover, if the technology provided is also helping the Interior Designer improve the quality of his work, this may represent an important differentiator compared to the traditional “purely technical” approach.

## What do you see for the future in in-room technology?

VDA, having the Italian DNA in his R&D and Design team, is proposing a more “Design” based solution for each product and system launched on the markets where VDA group is present: Europe, Middle East, Africa and the Far East. Using innovative materials (glass & light) sophisticated & simple design and stable and reliable technology based on open standards is our strategic approach for the coming years.