



idegroup:

Media Hotel

why use video on demand in hotels?

In-room entertainment provides a fast growing revenue generating opportunity for the hospitality industry. Guests have already shown a willingness to pay for movies, video-on-demand, in-room games, and high-speed Internet access.

VOD offers the opportunities to provide your guests fantastic entertainment including the latest film and TV block busters, streamed through your in house network to their laptops. Guest could catch up on that episode of their favourite TV series they like or view films that have just been released on DVD.

Benefits for Guests:

- A large selection of movies and other on-demand content can be made available
- They have control over the viewing experience by starting, stopping, backspacing and fast-forwarding through a movie (TV program)
- They can quickly begin viewing content
- They can enjoy near DVD quality of online playback and choose to download to own
- Content can be delivered via a user-friendly interface

Benefits for Hotels:

- VOD provides a value-added service to guests and the ability to generate increased revenue efficiently
- Implementation of the latest technology provides a competitive advantage over other hoteliers
- They can delivery a wide array of content and its availability is not constrained by the number of DVD copies a hotel has
- Enhanced welcome features and ability to broadcast on-screen hotel advertising, special promotions, etc.
- Ability to manage digital content effectively and motivate guests to watch movies via special offers and recommended collections.

features and benefits

The system can be administrated effectively with the use of the following features:

- ❖ **System scalability**

Once hotel decides to add new movies to the list, it will not be a problem to add more servers to the content delivery network to increase its productivity.

- ❖ **System design**

Completely customisable, user-friendly and intuitive system interface, convenient data importing and integration with your current platforms.

- ❖ **Secure content delivery**

All digital content will be protected by Windows Media DRM technology approved by leading movie production companies to avoid unauthorized access.

- ❖ **Streaming and downloading**

We offer to use both online streaming and progressive downloading to give more convenient options to the customers.

- ❖ **Complete media management tool**

The solution allows hotel operators to modify content at VOD web site, update pricing lists, change media licensing terms, number of playback times and much more.

- ❖ **Administration and maintenance**

Full administration and maintenance features: site settings for certain system changes without re-programming, critical alerts and email notifications, regular automatic maintenance procedures, regular automatic database backup and other issues, system health check, automatic checking of system integrity.

- ❖ **Customer features**

Customers can manage all their account details, view purchase history, rate films and write reviews. The system can create personal list of search and play recommendations for each guest based on his/her previous activity.

❖ **Customer Relationship Management (CRM)**

Customer sign-in, user account details management, mass mailing to different types of users , help desk functionality with appropriate FAQs and customer support for guests.

❖ **Content Management System (CMS)**

CMS tool simplifies the procedure of creating and maintaining your online content at static and dynamic web pages, in site messages, email templates, menus.

❖ **Film details management**

Import of film details and cover images, step-by-step wizard to add films manually. Automatic thumbnail creation.

❖ **Collections, genres and powerful search**

For quick online navigation the titles should be divided into genres and collections. Search by movie titles, genres, actors and/or appr. playback time can be also available.

❖ **Playback time options for guests**

Sometimes hotel guests can't devote two hours to watch movie or TV show, so content titles available can be ranged by playback time to let each guest decide on how much time he/she wants to spend for watching movies online and choose one movie or several short clips to enjoy.

❖ **Statistics**

We can integrate a special module to check statistics on user activities, monitor licensing process, track information on downloads and streams, number of currently connected and streaming/downloading players, stream/download denials and errors, generate bespoke reports, graphics and diagrams. This module can be tailored to the needs of hotel.

❖ **Virtual concierge**

Improve service by offering guests unique TV options such as room charge viewing, virtual checkout capabilities, in-room messaging and online surveys.

❖ **Parental controls**

Parental content controls are available via passwords or front desk controls.

❖ **In-room messages**

Hotel employees can send customized messages to any room at any time.

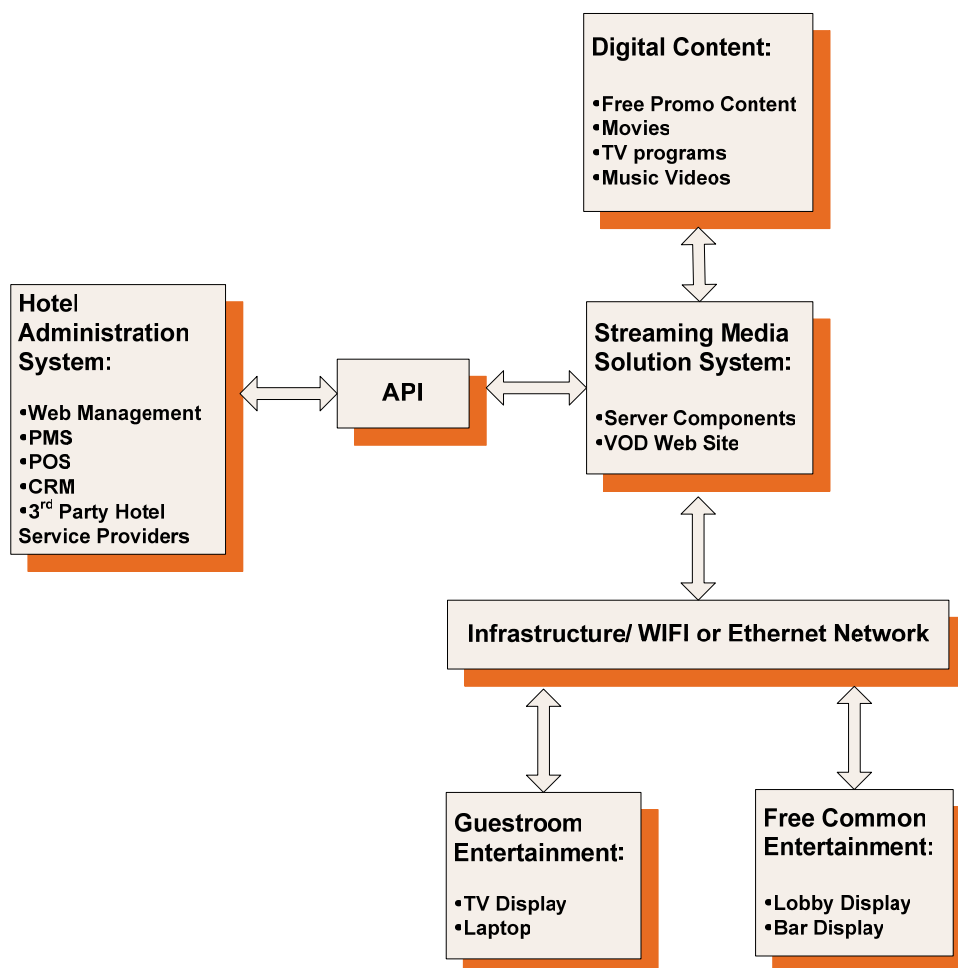
❖ **Enhanced welcome**

Hospitality technology engineering at it's finest! The television turns on and defaults to a welcome channel once the guest checks in.

implementation

The number of movie titles offered to the customers can be varied. At trial stage the service can be launched with a limited number of blockbusters and popular TV shows then later enhanced with more titles and genres, like sports, short films, comedy, etc.

Hotels do not need to invest in expensive new televisions to make the technology work. The service can be implemented in two different ways outlined below.



Model 1

Locations typically need a file server to receive and distribute on-demand digital files, a smart card (or digital Ethernet set-top box) in the guestroom television to communicate with the file server, and a proprietary remote-control device that guests use to interface with the television and order VOD programs.

Model 2

If hotel is equipped with WIFI, locations can broadcast VOD programs to both guestroom televisions and guests laptops (or portable devices).

The service will be run from a standalone web site, when connecting their laptops to the network, users will be redirected there by clicking 'video on demand' link at hotel WIFI landing page.

The system will consist of one central server and a number of local media streaming servers on each floor. This will help to provide high-quality VOD services to guests within local WIFI network and avoid connection problems.

Application program interface (API)

Full-featured system API can be integrated into current hotel billing system or payment processing can be performed separately and we can integrate any payment gateway required. In both cases user details and payment area will be SSL-encrypted. All internal system components communicate with each other to ensure effective system performance and scalability using the "SOAP" protocol.

Microsoft Media Center platform

The service will be available on the Microsoft Media Center platform to let hotel guests get quick and easy access to a wide range of download and on-demand services, as well as information services, sports, news, and entertainment programming. They will watch on demand movies and TV programs with the simple button click or download them to portable devices to enjoy later.

By choosing menu items on a TV screen with a remote, guests can use other hotel services, for example order drinks and meals, send short messages to concierge, checkout, etc.

video on demand process (for tv-sets)



Let's see how VOD service works for in-room television.

Step 1

After being connected to hotel WIFI network and redirected to the landing page, press the Green Start Button on your remote to open the Media Center Start menu.



Step 2

Click the category you like and check the list of movies available for online streaming.

Here you can choose the way of getting the content and use either streaming ('watch now') or downloading option.



Step 3

You can watch the movie directly in a Media Player that opens in a separate window or download the file with the content to your laptop or portable device to get back to it later.

When enjoying online streaming there is no need to wait until the movie is 100% downloaded: play it, pause, rewind, forward directly on the screen with your Media Player.



To find content of interest guest can browse through different collections and genres available on the menu. The system can include special offers such as kids movies for family rooms.

The guest can be charged for VOD on checkout or when paying for other hotel services. Payment can be performed either online (using online payment gateway at hotel WIFI landing page) or offline (in a usual way).

video on demand process (for laptops)

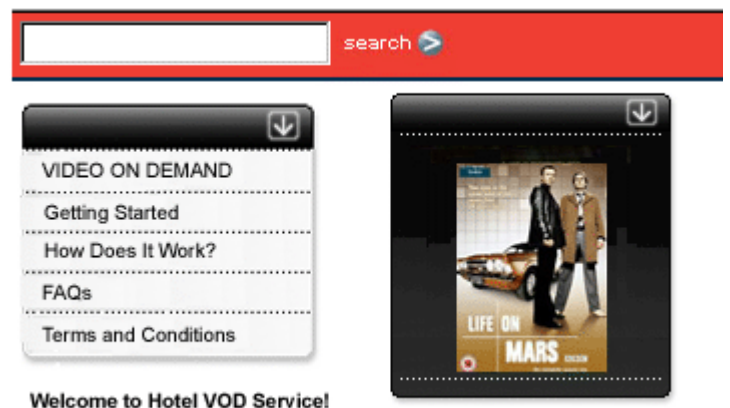


If you want to watch VOD movies at your laptop, connect to hotel WIFI network and follow the prompts.

Step 1

Connecting to the network

Click pop-up in the bottom right of your screen and, having received the option, click to connect to hotel WIFI network, you will be redirected to hotel WIFI landing page.



Step 2

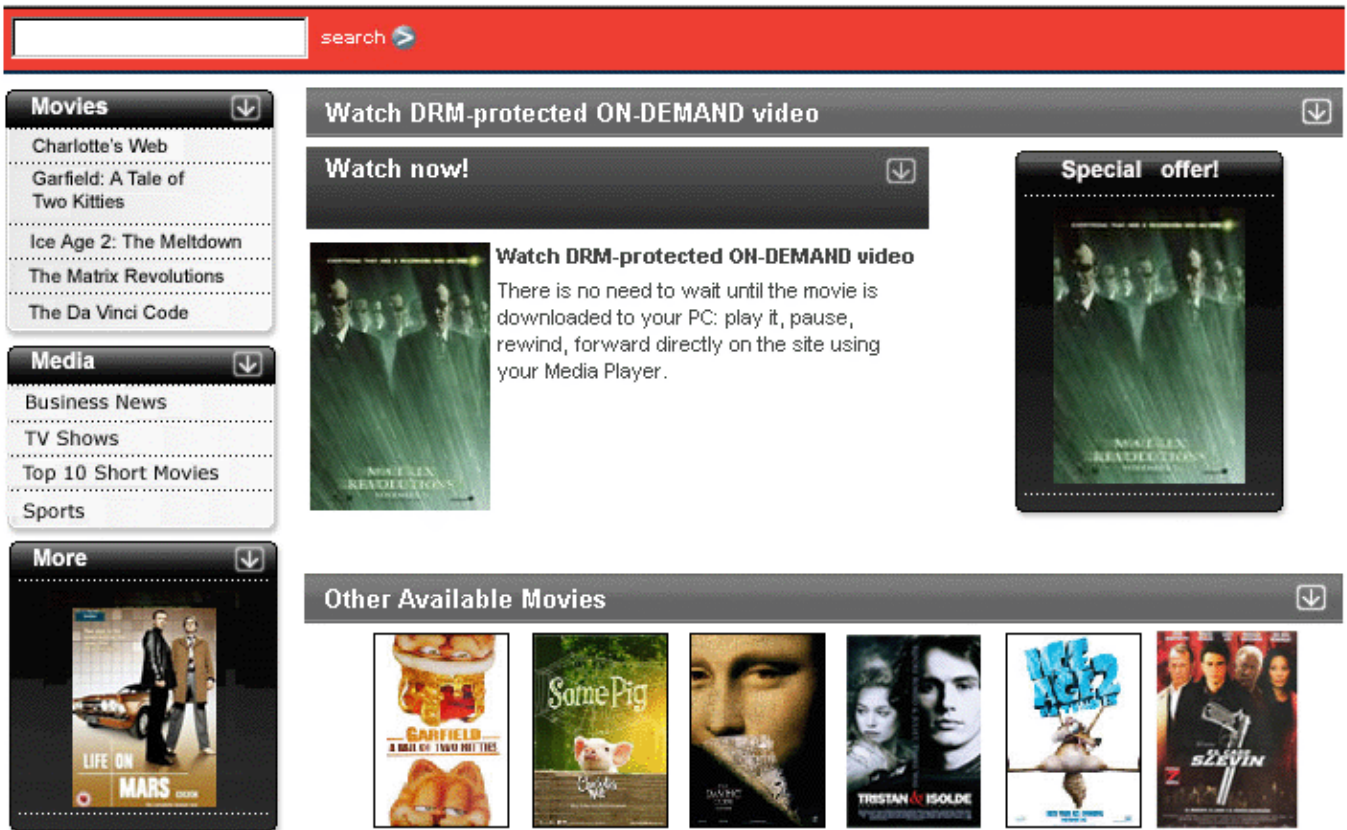
Paying for WIFI

You can pay for WIFI service either on checkout or before using the service. Once your laptop has established a connection, open your web browser, click on 'get connected' and select the time period you want to be online. You will be directed to the landing pages where you should follow the prompts to make online payment. All major credit cards are accepted and the entire online payment process is secured using SSL encryption.

Payment Page

Please review your purchase details, then click an e-card or payment logo to proceed to the next page. During the process you will be asked to provide your email and mobile phone number so that we can email you a confirmation of the purchase.





Step 3

Video on demand page

Once you are prompted an access to hotel WIFI network, you can click 'video on demand' link at the landing page to check the list of movies available for online streaming.

search >


Movies ↓

- Charlotte's Web
- Garfield: A Tale of Two Kitties
- Ice Age 2: The Meltdown
- The Matrix Revolutions
- The Da Vinci Code

Media ↓


- Business News
- TV Shows
- Top 10 Short Movies
- Sports

More ↓



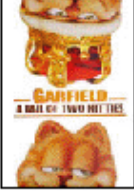


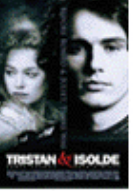
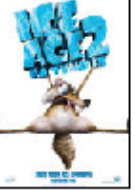

Ice Age 2: The Meltdown ↓

[Show Me More Comedy](#)

'Near DVD Quality'	Watch Now	Download	£10.00	
'Basic' Quality	Watch Now	Download	£5.00	

[Download Player]

Other Available Movies ↓

Step 4

Movie title page

On activating the link of any movie title you will get to the page with movie description and licensing options. Here you can choose the way of getting the content and use either streaming ('watch now') or downloading options.

You can watch the movie directly in Media Player that opens in a separate window or download the content file to your laptop or portable device to get back to it later.

Step 5

'Play' area

If you choose streaming ('watch now') option, then after your credit card is charged via online payment system, you will be directed to 'Play' area where you can watch the movie in real-time mode.



Step 6

'Download' area

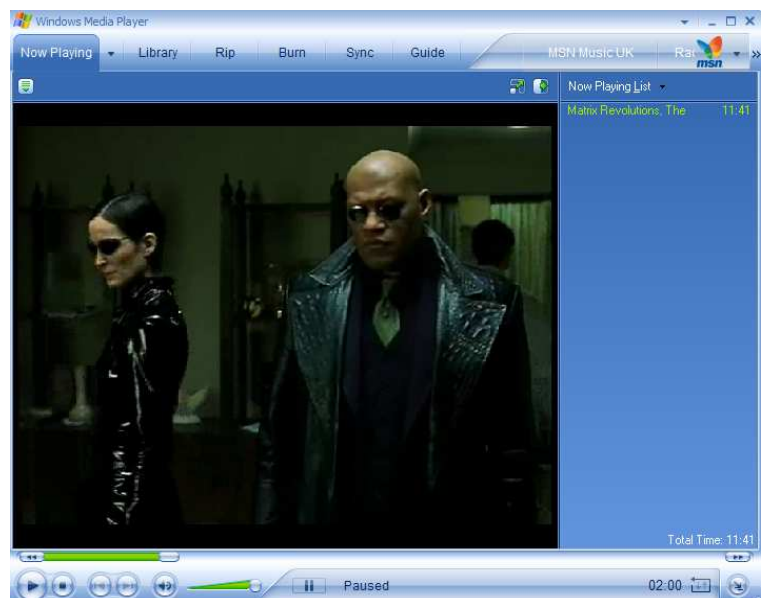
To download the movie to your laptop or portable device, click 'download' button and you will get to 'Download' area when payment is performed.



Step 7

Online streaming

When enjoying online streaming there is no need to wait until the movie is 100% downloaded to your laptop: play it, pause, rewind, forward directly on the site with your Media Player.



search 

pages: [1]



Ice Age 2: The Meltdown 2006

International trailer.

Diego, Manny and Sid return in this sequel to the hit Ice Age. This time around the Ice Age is over and is starting to melt, which will destroy their valley. So they must unite and warn everyone about the situation.

Genre: Comedy, Animation, Family**Starring:** Denis Leary, John Leguizamo, Queen Latifah, Ray Romano**Director:** Carlos Saldanha

pages: [1]

Step 8

Collections, genres and powerful search

Also you can use powerful search feature and search the movie by title, director, actor or by genres. Click 'Show me more' link at the top of each movie description page to see all movies of the same genre.

If it's hard to choose what particular film to watch, look through different collections and genres available on the site, you will definitely find something interesting. You can use special offers as well.

about us



idegroup is a privately funded and ambitious software house which has grown continually over the last five years. We are headquartered in Edinburgh and have a programming team of 40 professionals based in three offices in Ukraine. Our Management team are highly experienced operators in software, telecoms and entertainment retail. We combine UK and US market expertise with the cost benefits of a highly trained and experienced “off shore” programming team.

Our Streaming Media Solution (SMS) has been developed in conjunction with our DVD Rental System which is licensed to operators in over 20 countries. SMS allows customers to develop digital revenues from film streaming and downloads. It utilizes Microsoft Digital Rights Management, Windows Media Player and Media Centre. Our most recent SMS project has been for Video Island, owners of Screen Select brand, and white label partners to Tesco.

We believe the benefits of selecting IDE Group include:

- a good understanding of consumer and supplier requirements
- a tested, sophisticated and secure solution which is easy to manage
- the ability to provide detailed analysis to support the test results
- excellent value for money
- an experienced and highly motivated team with a formidable work ethic