



Connect the guest, the hotel and the provider

April 14, 2016 - Geneva, Switzerland: To provide optimal in-room entertainment, hotels need to offer a television set-up that is easily implemented as well as customisable. *Hotel Management International* speaks to Chris Dinallo of ADB about how the company is offering hoteliers one of the least costly, most reliable hospitality systems on the market.

There are three clients that ADB's Commercial Video Solution (CVS) has to accommodate and address: the guest, the hotel and the provider -each of which has very different needs. "Servicing all three of these customers and their agendas is what, I believe, makes our solution different," explains Chris Dinallo, ADB's senior vice-president of Global Business TV.

ADB's CVS is an end-to-end video delivery and services platform for the hospitality, healthcare, small business office and enterprise markets. It offers hotels a branded solution with full two-way interactivity, custom channel line-ups, and SD/HD programming. A seamless provider of in-room entertainment for hotels, CVS provides web portals to the hotelier and the provider, allowing them to offer services, such as Concierge, advertising and other transactional services. In addition, the real-time web portals allow direct monitoring and settings for specific rooms such as languages or parental control, and to send targeted digital messages.

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Take the guesswork out

With guests' needs demanding a better home away from home experience as well as driving future trends, CVS meets those needs by offering a TV experience that is not only robust and tailored, but also extremely easy to use. "So when guests are staying in a hotel," explains Dinallo, "services are readily accessible via the TV and their personal devices, which are tied into their account room number. This gives them experiences they are used to and, quite honestly, that they demand."

CVS also integrates with several of ADB's other services, making it an ideal



multipurpose services platform hub. With an advertising system in the electronic programme guide, hotels can use CVS to display commercials for their own restaurant or spa on site, or advertise local eateries in order to gain additional revenue. CVS also has substantial reach – a single managed cloud-based system can serve hundreds of thousands of TVs across any geographic footprint.

A multiplatform opportunity

The CVS system supports hotelier IoT initiatives with a framework designed to integrate any number of in-room IoT devices. This product is called ConnectedOS. Using ConnectedOS, a guest may be able to control their alarm clock, climate controls and more via the CVS hospitality-enabled TV. “ConnectedOS is already being used with many ‘whitegood’ appliances and is very suitable for the hotel space, as this market is adopting IoT technologies to keep up with guests’ expectations while lowering hotelier operational costs,” explains Dinallo.

Maximum uptime, timely support

For ADB, ensuring consistent service is a key element of providing a superior platform, a fact wholly evident in CVS’s ability to provide real-time monitoring, remote access and world-class support if needed. “If there is a problem in a guest room at a given hotel, that problem can be immediately (and remotely) diagnosed and resolved, so nobody has to go onsite and inconvenience the guest,” says Dinallo.

Save space and time

The agnostic network design of CVS being able to deliver video over RF Coax, Ethernet and Wi-Fi not only eliminates costly on-site equipment and associated floor space to house it, but also allows for the use of existing in-premise cabling; combined, these financial expenditures are substantially cut. CVS executes from the cloud as an ADB ‘managed service’, whereas other systems can require large amounts of space for expensive head-end or video delivery gear located within the hotel.

“That equipment not only requires a lot of power to keep it running 24/7, but also hotel staff to ensure that the room is up and running – perhaps even a backup power supply – a maintenance guy to check on it,” Dinallo explains. “It all adds up to a less eco-friendly environment with a limited lifetime; our CVS allows hoteliers to sidestep all of that.”



ADB Business TV Solution

Cloud-based solution fully scalable suitable for Hybrid Fiber Coax (RF) or Fiber/Ethernet/DSL a Managed Service operating 24x7 from the ADB cloud thereby eliminates the Operator of needing personnel to run and maintain the service.

Guest Services

Increase your revenue by offering easy to offer services via the interactive TV to offer the best guest experience while creating revenue-generating capabilities, the ADB solution interfaces with the hotel's property management system thereby allowing guest to purchase movies and book restaurant and spa reservations.

Set-back boxes

Out of sight, out of mind. Industrial-grade high- performance devices for a superior interactive experience while many other set-top boxes are consumer grade and in the wrong form-factor of being a "set-top", ADB's set-back boxes are designed to be out-of-sight and mounted behind the TV for a truly industrial grade approach with all the design parameters built in to accommodate the environment.

Web-based Portals

Provisioning, Services, and Real-time monitoring through the portals, operators and hoteliers will have at their fingertips the ability to monitor the real-time health state of the service. In addition, the portals also allow for features to be easily managed. These abilities combined provide for the best TV experience possible that meets enterprise-class of service.

vuTyme by ADB joins LG Electronics USA's Pro:Centric® Partner Program to provide hoteliers with more in-room entertainment device choices. Today, hoteliers can enjoy the unique benefits of the vuTyme interactive TV platform from ADB while preserving their investment in LG equipment installed in the majority of leading U.S. hotels. Through this alliance, vuTyme's cloud-based software will run on LG's Pro:Centric devices – including integrated IPTVs – thereby eliminating the need for an external set-top box and avoiding exhaustive approval processes required to add new devices at a hotel.

"The LG Pro:Centric platform is designed to deliver an enhanced, interactive guestroom experience," said Chris Dinallo, ADB's SVP Business TV. "With the inclusion of vuTyme running on both ADB's own set-top devices as well as LG's set-top boxes and SmartTVs, we offer a unique proposition to hoteliers, and operators of Cable, Satellite, and Telco services across the globe."

PRESS RELEASE



“The capabilities of ADB, a 20-year iTV solution company, complement the LG Pro:Centric platform to better serve the U.S. hospitality market,” said Michael Kosla, Vice President, Hospitality, LG Electronics USA. “ADB's vuTyme offers our customers a feature-rich entertainment system option running on LG integrated smart IPTVs and set top boxes enabling them to deliver an improved guest television experience.”

For two decades, ADB has quietly helped deliver award-winning television viewing experiences to hotels, homes and businesses around the world. The company's technology is installed in more than 200,000 U.S. guestrooms representing the industry's top brands. It's one of the fastest-growing hospitality iTV technology providers in the world, and the second most deployed platform in the U.S. hospitality market.

With its U.S. headquarters in Broomfield, Colo., ADB has installations in more than 80 countries, with over 100 million iTV, Broadband and Telco devices deployed.

About ADB

ADB is Connecting Lives and Connecting Worlds with innovative software, systems and managed services for personal TV, business TV, broadband and industrial IoT. We understand how multimedia convergence is changing consumer consumption and driving demand for powerful, flexible and cost effective connectivity and services.

Our Connected Solutions bring together our proven expertise and 20 years of award-winning industry firsts, enabling our customer's to build successful businesses, harness greater efficiencies and deliver the connected experiences consumers crave. We know what success looks like because we are empowering some of the world's leading content distributors, pay-TV service providers, broadband operators and appliance manufacturers,

including: A1 Telekom Austria, Border States Electronic, Bighthouse Networks, Canal Digital, Charter Communications, Cox, Graybar, NC+, Swisscom, Telecom Italia, Telefonica, Telenet, Time Warner Cable, Vodafone and Whirlpool.

ADB has a passionate and dedicated team of more than 550 people, including a 350 strong engineering team. The company is headquartered in Geneva, Switzerland and has offices throughout Europe, Asia and North America.