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## ADB deploys its latest generation vuTyme™ in Europe

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ADB deployed its latest, **5<sup>th</sup> generation** vuTyme™ system on the European market. It's been deployed recently in Ruben Hotel in Zielona Góra in western Poland.

vuTyme™ is a premium interactive infotainment system designed for hospitality, gyms, bars, clubs and similar businesses to enrich experience of their visitors and help property owners and operators increase attractiveness of their primary offering. vuTyme™ combines multiple sources of TV content, starting from traditional linear TV channels, locally inserted content, VOD assets, or **content streamed by the user** from a mobile device. vuTyme™ TV enables the user to pause, rewind and then resume TV content with a single press of a button. It also supports several typical hospitality functions such as express check-out, bill preview or room service, complemented by **rich interactive capabilities** enabling the guests to order premium services. All these functions are available in the **user preferred language**. Additionally, the system allows for displaying **dedicated messaging**, information on available services or attractions and facilitates **targeted advertisements** on **all or selected** TV screens.

The essential part of the vuTyme™ package is **EzVu portal**. It's an easy-to-use tool for property administrators to **monitor, configure** and **customise** their infotainment offer displayed on property's TV screens. Consequently, daily on-property management of the system does not require any ADB involvement.

"We are very proud of the first successful deployment of vuTyme™ in Europe. We are convinced that vuTyme™ will enhance in-room experience and will significantly contribute to the overall satisfaction of Ruben and Ruben Hotel's guests." – said Grzegorz Michalak, Product Management Director at ADB.

"Our goal is to provide best-in-class hospitality services to our guests. Launching ADB's vuTyme™ was an important step in achieving this goal. The feedback received thus far from our guests has confirmed the choice of vuTyme™ as the right decision." – said Małgorzata Kobus, General Manager of Ruben hotel.

### **About ADB Business TV**

ADB's Business TV solutions are built on 25 years of continuous development and innovation, delivering advanced TV solutions for businesses across cable, satellite, IPTV and over-the-top (OTT) services. We provide solutions that meet today's complex hospitality TV demands, marrying global TV, interactive media, and IP connectivity to enable a better in-room customer experience,

ADB's hospitality solution is one of the top five most deployed hospitality interactive TV solutions globally and the second most deployed platform in the US. Our technologies power TV content and services delivery in over 300,000 US guestrooms, across the industry's leading brands.

ADB has 24+ years history in offering innovative and high-quality system solutions for telco operators, content distributors, TV operators and hospitality property owners who want to deliver best-in-class video and broadband services to their customers.

Headquartered in Geneva, Switzerland, with offices throughout Europe, Asia and North America, ADB has a passionate and dedicated team of around 400 people, including a 300-strong engineering team.

For more information, email [Info@vuTyme.com](mailto:Info@vuTyme.com)