

# vuTyme

Premium Hospitality Television



- ✓ Interactive award-winning technology
- ✓ Designed for hospitality, healthcare, education, and other markets
- ✓ Elegant user interface (UI), interactive guide, multi-language
- ✓ Informational and concierge features
- ✓ Video entertainment features
- ✓ Screen-casting
- ✓ Cloud-based head-end system

**ADB is a one-stop shop offering innovative and high-quality full system solutions for content distributors, TV operators and property owners, who want to deliver best-in-class video and broadband services to their customers.**

ADB combines innovation, software and hardware expertise with user expectations to provide reliable and fully integrated products with a guarantee of on-time deployment and long-term support.

The company is a valued partner of choice to service providers and operators around the globe. ADB's solutions empower the world's leading content distributors, Pay-TV and broadband operators.



## vuTyme – the most advanced iTV solution for the next generation of traveler

**vuTyme** has earned the position of being one of the top five most deployed hospitality TV solutions in the world. Starting deployments in 2011, vuTyme now serves over a quarter million US guestrooms. It has emerged as a leading solution that maximizes the in-room TV for guest engagement and entertainment, but also streamlines operations and generates revenue for the property.

ADB delivers **vuTyme** directly to properties or through partnership with their local cable, telco, and broadband operators. vuTyme is a managed service using a cloud-based delivery model to provide the most reliable and secure hospitality TV services available.



## vuTyme™ features for Hoteliers

A central goal of vuTyme is to provide a perfect solution for the goals of each property. Features that entertain, inform, and enrich the in-stay experience, as well as generate revenue, can be easily scaled to fit the demands of individual hoteliers and hotel chains.

**VOD** **Video Entertainment Features** – vuTyme has the ultimate flexibility to combine multiple video content sources into an easily navigable framework in the vuTyme user interface. Examples include:

- **Linear TV** – free choice of video content provider (cable, broadband, telco, satellite) for standard SD, HD, and UHD programming. Complete flexibility in channel lineup arrangement by property, area, location, or individual TV.
- **Terrestrial TV** – vuTyme can combine local over-the-air (OTA) content into the video stream and into vuTyme channel lineups.
- **Multi-System VOD and PPV** – One of the best video features of vuTyme is its ability to incorporate on-demand and pay-per-view content from a variety of sources simultaneously. Hoteliers can opt to use on-demand programming from their video content provider, their own 3<sup>rd</sup> party providers, and providers offered through vuTyme itself.
- **Local Content Insertion** – vuTyme can easily incorporate locally inserted content into its channel lineups, on any station number, with custom program titles and descriptions
- **Efficient Content Search by Keyword and Genre**



### Promote the Property and the Location

Through vuTyme, guests can check local area attractions and a property compendium that highlights locations within and outside the property. These are configured using the EzVu portal.

- Location information can be displayed in multiple languages, depending on the language set by the guest or property
- For local area attractions, a map with directions is displayed with a QR code that guests can scan to upload into their mobile map application.



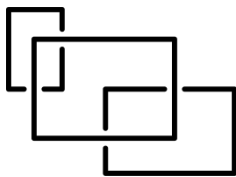
**No On-Site Equipment** is required at the property, except for a small set-back-box (SBB). This simplifies the deployment and reduces cost and footprint. If vuTyme is deployed to Smart TVs, the SBBs are not required.



### Messaging, Advertisements, and Emergency Alerting

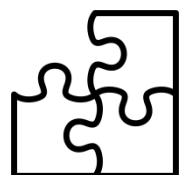
Using the EzVu portal, property managers can send advertisements and messages to guests, groups of guests, to the entire property, or to specific areas, rooms, or TVs.

- Messages are minimally intrusive and advertisements cycle in the info banner upon channel changes.
- Messages and advertisements display for a specific date range and multiple campaigns can run simultaneously.
- Emergency alerting provides another layer on top of the standard emergency warnings delivered by your video provider. Properties can select from a large list of predefined alerts and send them out within seconds to all TVs at the property.



### Promote Venues and Events with Digital Signage

vuTyme offers a Digital Signage component that provides an elegant way to promote a property's features, as well as inform guests and employees. Digital signage can be customized on any TV or group of TVs within the property. Example uses include directions, promotions, events, conferences, and more.

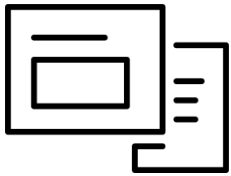


**PMS Integration** - vuTyme is certified with key Property Management Systems (PMS) to support guest personalization and transactions. Our current PMS certifications include: Oracle's Opera, Lodgenet/Megasys, Fidelio, and CONTROL systems that support over 30 other PMS solutions.

vuTyme's PMS integration supports the following guest interactions:

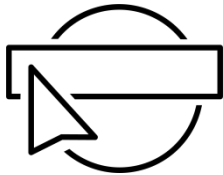
- Guest name in user interface
- Folio monitoring and checkout
- PPV/VOD purchases
- Maintenance and room service requests





## Choice of User Interface and Branding

- Each design supports property branding throughout the UI.
- UIs can be co-branded to promote locations within a property with their own identities, such as restaurants, SPAs, VIP rooms, and more.
- vuTyme customizes a UI to support the brand standards of a property, but also to implement specific features and arrangement within the UI.
- vuTyme supports a vuTyme-Lite mode which can be enabled within any UI. vuTyme-Lite offers properties a reduced, low bandwidth feature set to simplify the deployment and present a low-cost option.



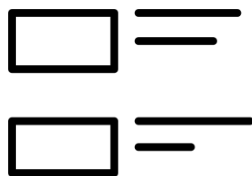
## The EzVu Web Portal

vuTyme's EzVu Portal gives properties control over their hospitality TV solution to actively manage the guest experience and promote the property. Hoteliers have the choice to use the EzVu portal at no added charge, to:

- Monitor, identify and correct TV issues as well as manage guest-made settings (closed captions, display language, parental control, and more)
- Configure interactive features (local attractions, hotel compendium, digital signage, guest surveys, etc.)
- Send targeted messages and advertisements to the property, area, room, or individual TV
- Send emergency alerts
- Print channel lineup cards
- Engage with housekeeping staff using the feature that allows staff to use the TV to enter housekeeping status and the EzVu portal to monitor room states. This feature can also integrate with a PMS system if desired.

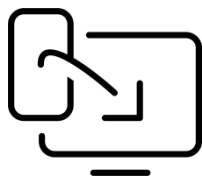
## vuTyme™ features for Guests

vuTyme delivers an incomparable experience to guests, allowing them to optimally engage with the property and location, at a level of personalization that guarantees unforgettable stay.



### Elegant User Interface (UI), Interactive Guide, Multi-Language

- vuTyme offers three primary user interface options, all of which deliver an unmatched and consistent ease-of-use. These proven UIs provide elegant navigation and search capabilities for TV, VOD, and PPV programming, and offer guests a variety of settings control (parental control, UI, audio, CC language, wakeup channel, and more).
- vuTyme's multi-language features allow to set the display language of the entire user interface. Guide information, VOD data, and concierge information are also translated (if delivered by the hotel and video service provider at a given location).

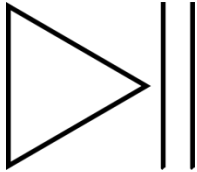


**Screen-Casting** – with vuTyme, guests can use their mobile devices to cast content from a multitude of mobile applications to the in-room TV without the need to download any application. Example mobile applications include Netflix, ESPN Mobile, YouTube, Hulu, Pandora, Crackle, Vudu, and many more.



### Informational and Concierge Features:

- Folio View and Checkout
- Messaging and Emergency Alerts
- Local Weather and News
- Local Attractions and Hotel Compendium – Local Attractions provide a map with a scannable code to input directly into the mobile map application. Hotel Compendium provides pictures and descriptions of hotel activities and venues.
- Concierge – If enabled by the property guests can order meals, schedule reservations and request other services.



## Take a break without missing a program – vuTyme™ DVR-Lite™

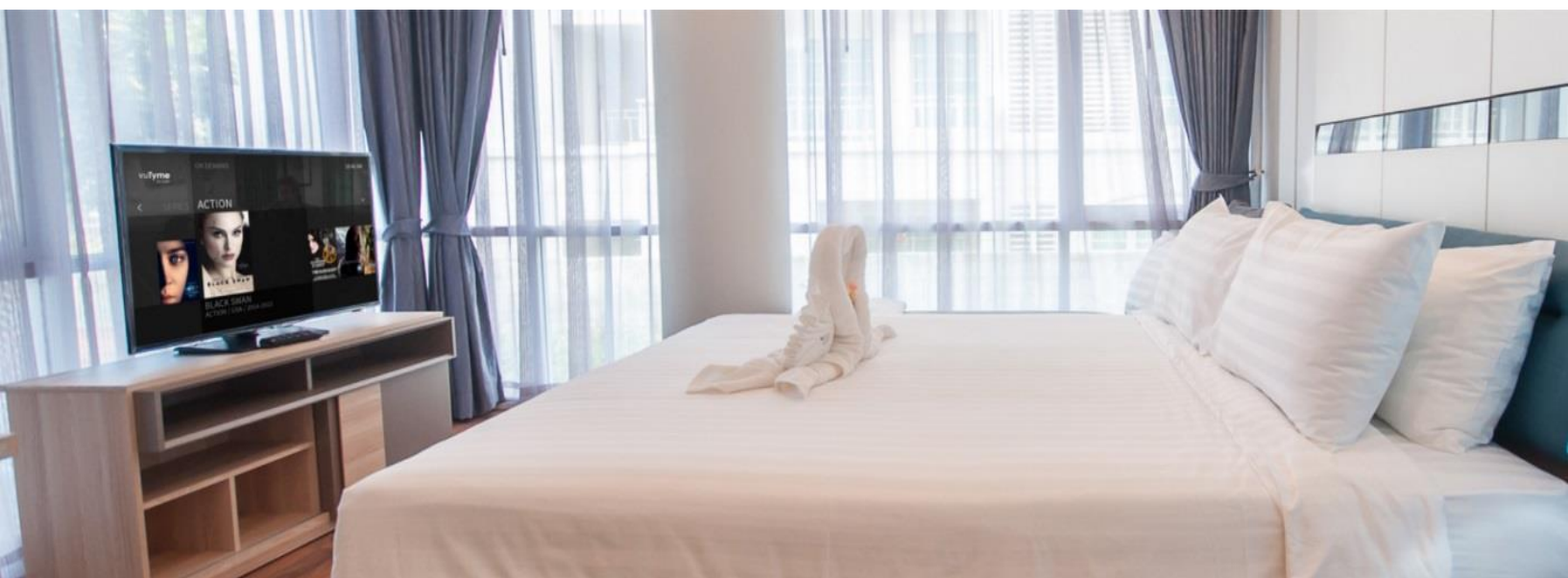
DVR-Lite is one of vuTyme's most popular features that allows to pause live TV, rewind, and resume a program at a later time.

- DVR-Lite uses a secured SDHC card for recording.
- The lifespan of the SDHC card is ensured by vuTyme's patented SDHC longevity algorithms, saving operational costs over time.
- DVR-Lite is "content-safe" by encrypting recorded content and marrying the SDHC card to a specific SBB (it cannot be removed and used in another device).

# VOD

**Video Entertainment Features** – Depending on the capabilities of the TV and the content available, video can be provided in SD, HD, and UHD formats.

- **Linear TV**
- **Terrestrial TV**
- **Multi-System VOD and PPV** – One of the best video features of vuTyme is its ability to incorporate on-demand and pay-per-view services from a variety of sources simultaneously. This includes video from the service provider, content from the hotel, 3<sup>rd</sup> party partner, or vuTyme content partners. From one central location, guests can easily navigate and search all combined content.





## vuTyme™ for Operators

vuTyme delivers an incomparable experience to guests and answers the demands of hotels and other commercial properties. By providing the most scalable and operationally efficient commercial TV solution available, vuTyme ensures significant revenue gains for operators and a platform for future growth. Operators include cable, broadband, telco, and satellite service providers.



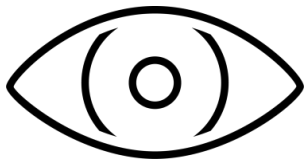
**vuTyme as a Managed Cloud Service** - vuTyme is deployed as a cloud service from where all key service elements are delivered.

vuTyme Manager web portal allows to:

- activate properties, enable and configure features
- define channel lineups and tuning information
- configure guest UI, property, and operator branding
- manage metadata imports (VOD, PPV, IPG) and firmware downloads
- configure and monitor PMS integration
- perform remote real-time monitoring and diagnostics of the entire deployment
- extract extensive deployment reporting

vuTyme's cloud-based design is thoroughly tested in large production environments to accommodate many nuances encountered with prolonged use. Other deployment benefits include:

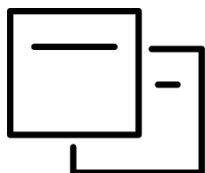
- **No On-Site Equipment** – No data center footprint
- **World-Class Security** – vuTyme uses enterprise-class security tools and operator mandated practices
- **Top-Tier Reliability** – fault-tolerant, fail-over redundancy
- **Remote Real-Time Monitoring and Control** – server processes, client processes, data imports, networks, set-back-box (SBB) health



## vuTyme™ Enhanced Services for Operators & Hoteliers

To simplify operations, vuTyme offers a list of cost-effective services to offload the time spent on the day-to-day management of vuTyme. In addition to the standard 24/7 after-sales support, vuTyme's enhanced services include:

- **Installation Support Services** – vuTyme performs site surveys, proposes solutions, and conducts the property installation.
- **Configuration Services** – vuTyme equips all hotels, enables desired features, defines channel lineups, configures interactive features (local attractions, digital signage, etc.), and defines guest UI and branding.
- **Daily Monitoring Services** – Optional service where vuTyme actively monitors the operational state of all deployed SBBs, detecting tuning errors, and more. Upon discovery of an issue, vuTyme support diagnoses and resolves the issue, or escalates if needed.
- **Provisioning & Logistics Services** – a cloud-based service where vuTyme provisions all SBBs to make them install-ready for operators. This involves authorizing CableCARDS, billing systems provisioning, and more. Logistics services include CC insertion/pairing, SDHC card insertion/test (for DVR-Lite, installation of desired client firmware version, serial number changes, and labeling/packaging customizations).



## Ecosystems Support

A key pillar of vuTyme is its ability to operate in virtually any hotel and operator ecosystems as summarized below:

- It is deployable over QAM/RF, DOCSIS, IP, Fiber, WiFi
- Provides support for multiple DRM and conditional access (CableCARD, Verimatrix, Pro:Idiom, AES Fixed Key, PlayReady)
- Operates on multiple vuTyme set-back-boxes (SBBs) and 3<sup>rd</sup>-party platforms (such as LG SBBs and smartTVs). vuTyme has also been ported to operator-selected SBBs.
- ADB is one of the very few hospitality TV solutions providers that manufacture their own SBBs and can quickly customize a platform as needed.

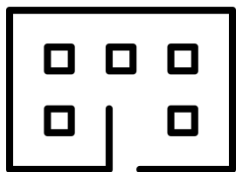
## Beyond Hoteliers – Additional Commercial Markets

vuTyme is an innovative product for the wider commercial market that uses everything provided by vuTyme for hospitality, but adds tailored features to support the following industries:



**vuTyme for Healthcare** – hospitals, medical offices, retirement communities, rehabilitation centers, and others. Features include:

- Large print user interface to support the visually impaired and distant wall-mounted TVs.
- Various pillow speaker remote controls that combine nurse call, room lighting, full TV control, push-button closed captioning, and more.
- Prescriptive video allowing healthcare facilities to upload videos and prescribe videos to specific patients and monitor if they have been watched. This feature is ideal for pre- and post-surgical scenarios. vuTyme can also integrate with existing video systems used by healthcare facilities.



**vuTyme for Multiple Dwelling Units (MDUs)** - Condominium communities, apartments, secured communities, timeshares, and other specialty community properties. Highlights include:

- Interactive property information, maps, and local area information
- Combined terrestrial TV and local content insertion into channel lineups
- Two-way messaging between residents and staff, emergency messaging, maintenance messaging
- Enhanced digital signage
- Events and meeting notices
- Security features including CCTV monitoring of the property on the in-room TV



[adbglobal.com](http://adbglobal.com)