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5 CYBERTECTURE MIRROR

Designed as a reflective window into digital life, the Cybertecture™ Mirror is a reflective mirror with programmable applications and digital display for the guestroom and public areas. The device is seamlessly connected to the internet via wireless technology and can be customised for a variety of functions.

www.cybertecturemirror.com

6 BOSE

Bose has introduced the VideoWave™ entertainment system combining a theatre sound system, 46-inch LCD display and music system into one revolutionary new product. All connected devices for watching TV and movies, or listening to music are controlled by one click pad remote, and an interface on screen.

www.bose.co.uk



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7 MOOW

First introduced to City Inn in 2007, MOOW is dedicated to providing integrated in room entertainment solutions. The primary MOOW product brings a fully functioning Apple computer to every room through which the guest can access a full list of digital TV channels, digital radio channels, DVD, CD, movies on demand, online concierge services, iPod/phone/MP3 docking, and in-room check out.

www.moow.co.uk



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EXPERT COMMENT

Chris Gunton, Managing Director of CGA Integration Ltd, specialist sound, light and video system integrators, tells Sleeper about the benefits of IPTV.

What is IP technology and what are its benefits?

IP stands for Internet Protocol and IPTV is a way for guests to view all previous forms of television and radio through one coherent TV channel list, (analogue, digital, freeview, satellite, international, FM DAB & internet). The system we install also has a PVR (personal video recorder) which allows guests to record, pause and rewind television in a similar manner to Sky+ and EPG (electronic programme guide) facilities meaning that one menu displays all media available from one screen, saving guests time. IP technology also enables the hotelier to market to the guests through the television; telling them about the hotels amenities, or those of sister hotels in the comfort of their own rooms.

Is it difficult and costly to install?

No, IPTV is delivered to a guestroom via a single cable and a small set top box. It can also be integrated into existing screens; LCD flatscreens, old CRT screens and bathroom TVs. However if new screens are being considered as part of the refurbishment project, high resolution images do appear clearer on high definition screens.

Can IPTV be customised?

Yes, this is one of its advantages. The hotelier can choose which channel lists are available to their guests so they have the ability to target this to the needs of their customers. The TV system can also be designed to use customised graphics and artwork to ensure that it reflects corporate branding and to provide dedicated information and video channels to inform guests about a hotel's amenities. This negates the need for numerous sheets of paper and folders in each guestroom which continually need to be replaced and refreshed to ensure they are current and of the right quality.

How about internet access and music?

As well as having extensive TV functionality, integrated hotel systems linked to guestroom IPTV can also be used to provide guests with email and the internet via the TV, as well as a virtual iPod screen to select their preferred choice of music. It can also be used to link directly to a hotel's PMS and booking facilities offering the ability to reserve tables in the restaurants, book treatments in the spa or enable business delegates to view meeting timetables and venues from their room.

Will this mean lots of remote controls in guestrooms?

It is possible to deliver the controls for the IPTV system and the non-media aspects of a room; lights, air conditioning and curtains etc. through one hand-held remote with LCD screens which can in turn be appropriately branded.

www.cga-integration.co.uk