

Hotel IPTV, VOD, and 3Play

Services Case Study

KEY FEATURES

- Low initial investment
- Uses Existing Coaxial Cable infrastructure
- Basic IPTV Hotel Services
- Advanced 3Play Hotel Services
- Support for Internet Access services
- Support for Voice over IP services
- Support for Games on Demand services
- Support for Emergency Channel and Guest Messaging

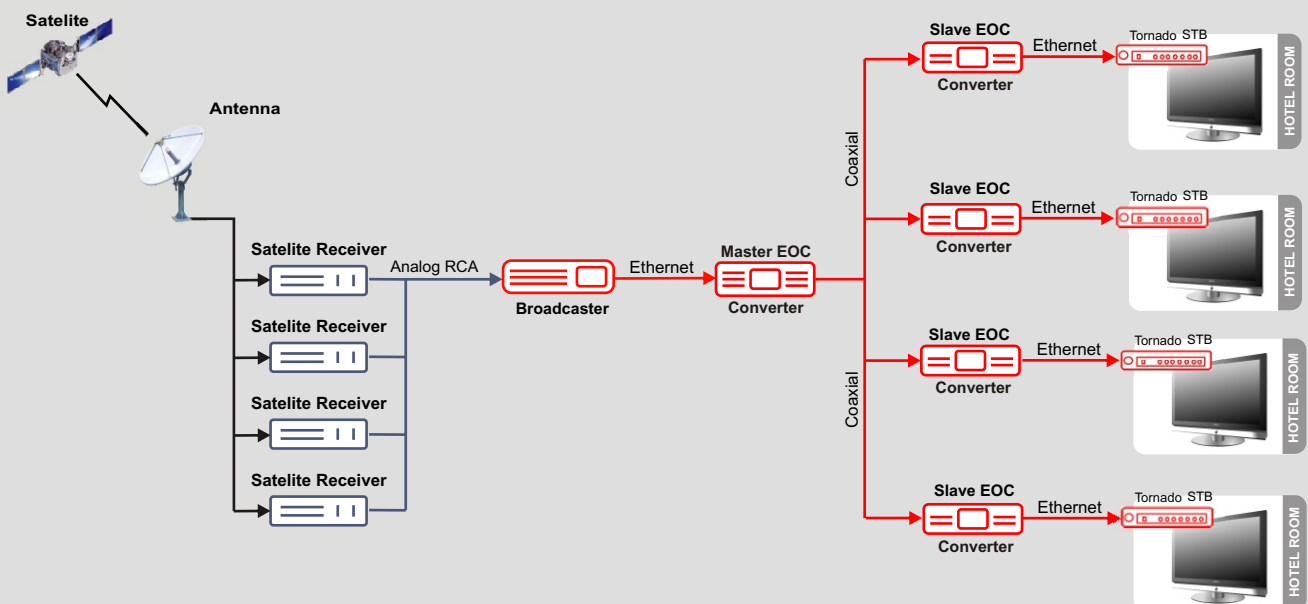
Problem:

Holiday Villas Hotel has an existing TV system that uses old coaxial cable to each guest room. The hotel captures 5 TV channels from satellite receivers and converts them into coaxial analog cable signals to distribute via its coaxial network to TV sets in the guest rooms. The hotels wants to grow its channel base and also allow additional services such as guest messaging, Internet billing, VoIP phone calls, guest interactive services and emergency channels. The hotel wants to implement a new IPTV based system to allow this to happen with a minimal investment.

Solution:

Sysmaster Corporation offers a turn-key solution that allows existing hotels to migrate from analog TV to interactive IPTV and thus allowing more revenue streams and better guest service. The solution includes two implementation options: Basic and Advanced Hotel implementation.

BASIC HOTEL IPTV SERVICE

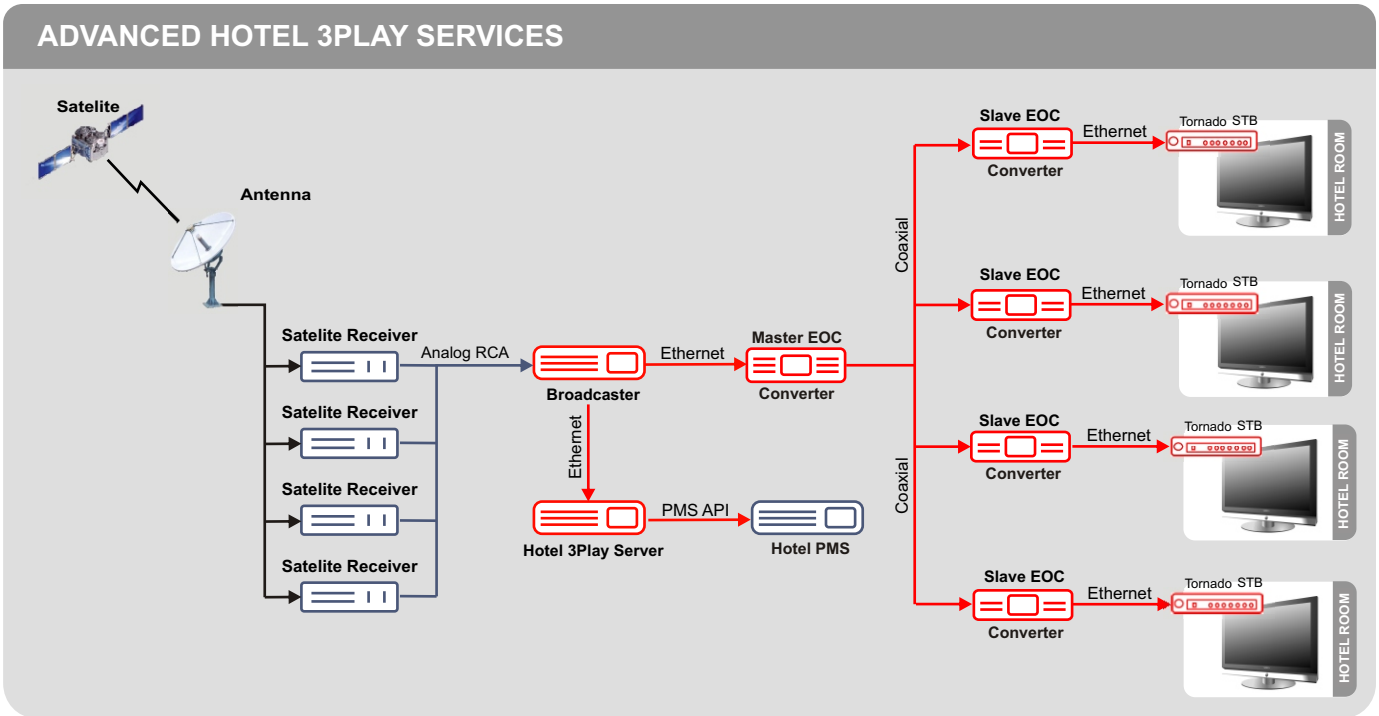


Basic IPTV Hotel Services

Sysmaster offers basic implementation of the IPTV hotel solution to allow easy replacement of existing analog TV system and its conversion into IP based system. The system consists of the following components:

1. Broadcasters with analog video/audio feed that capture signals received from satellite receivers using RCA/BNC interfaces. The Broadcasters can support unlimited number of analog channels and can easily scale up. The Broadcaster can also support basic VOD service.
2. Ethernet over Coaxial Converters to allow IP traffic to run over existing coaxial cable infrastructure.
3. Set-top-Boxes to receive the IP signals and provide basic services such as guest messaging and emergency channel support.

The solution guarantees fast and easy deployment of IPTV services over existing coaxial infrastructure with minimal investment. The price for the basic solution starts from \$19,000.



Advanced 3Play Hotel Services

Sysmaster offers Advanced Hotel 3Play Solution to allow additional services to be included X for optimized revenue generation. These services include options for Paid Internet service, Voice over Internet calls, Wireless Internet access, and Hotel services such as custom cleaning, online account balance, room food service, house keeping service, and direct PMS integration with existing PMS systems. The solution includes the following components:

1. Broadcasters with analog video/audio feed that capture signals received from satellite receivers using RCA/BNC interfaces. The Broadcasters can support unlimited number of analog channels and can easily scale up. The Broadcaster can also support basic VOD service.
2. Ethernet over Coaxial Converters to allow IP traffic to run over existing coaxial cables
3. Set-top-Boxes to receive the IP signals and provide basic services such as guest messaging and emergency channel support.

The solution guarantees fast and easy deployment of IPTV services over existing coaxial infrastructure with minimal investment.

4. 3Play Hotel server to support various 3Play hotel services such as IPTV, VOD, ISP, VOIP, Games on Demand, Room Food service, House Keeping services, and PMS integration service. The Advanced 3Play Hotel solution requires higher financial investments but at the same time guarantees that the provided services will increase the hotel revenue stream and provide better services to its guests. The price for the advanced solution starts from \$34,000

Low initial investment

Sysmaster Corporation offers inexpensive way to existing hotels to offer new interactive hotel IPTV implementation without the need to replace existing cables or make large financial investments. The solution consists of two implementation options to allow expense management and better return on investment analysis. For low equipment investment small hotels can convert to IPTV without the need for any reconstruction. Additional phases require larger investments but allow new revenue streams such as paid Internet access, VoIP calls, Games on Demand, and other exciting new services.

Uses Existing Coaxial Cable infrastructure

The proposed solution does not require re-cabling and replacing of coaxial cables. This saves a lot of money, time, and effort in construction and remodeling costs. The solution uses IP over Coaxial Cable converters to allow existing coaxial cable to transmit IP signals between the central server and the set-top-boxes located in the guest rooms. This advanced technology allows sufficient bandwidth support for up to 50 channels in multicast over existing coaxial cables.

Support for Paid Internet Access services

The Hotel 3Play solution supports advanced billing for paid Internet access services to allow additional revenue streams. The billing can be done on a time basis, such as minute, hour, day, month, or bandwidth basis, such as kilobytes, megabytes, gigabytes or both- time and bandwidth. These Internet billing options allow flexible billing to match the local market demand.

Support for Voice over IP call services

SysMaster offers advanced billing mechanisms for hotel to optimize their International phone calls and bill customers on the fly. The system allows flexible plan based billing, pre-paid and post-paid billing, voucher based billing, and other advanced billing types for phone calls. All call records are stored and billed for and if required submitted to the central hotel PMS system.

Support for Games on Demand services

SysMaster solution provides Games on Demand billing to allow hotels to generate additional revenue stream by allowing their guests to play 3D games. The 3D games controllers are bundled with the set top box and using a gyroscopic hand controller guests can play interactive 3D games on their TV screen. The billing options are based on game time such as hourly, daily, weekly, monthly.

Support for Emergency Channel and Guest Messaging

SysMaster allows support for basic interactive services as part of the initial system deployment. The Emergency channel service allows switching to emergency channels centrally so guest can be notified immediately in emergency situations. This guarantees that hotel manager fulfill the international security requirements and provide better service to their guests. In addition the system will also allow sending messages to individual guests in real time on their TV screens. These messages can be sent to individual guests or all guests with a single click.