



## The next-generation multi-screen guest experience

In-room entertainment has always been associated only with in-room TVs, but not anymore. New screens have entered the hotel premises and most of them belong to the guests. Not surprisingly, guests demonstrate a steadily increasing preference to use their own mobile devices to access many of the hotel services.

## Which are the screens that guests mostly use in a hotel?

According to recent surveys conducted mainly in US among travelers in luxury hotels, in-room TV is not anymore the only popular screen inside the hotel rooms, as many guests are bringing their tablets and smart phones as well. The top five choices are complemented by guests laptops and the hotel digital signage monitors that are placed in key public areas.

Of course, depending on the hotel's type and guest profile, hotels may have different results on similar surveys, but the trend is very clear and common for all: guests are sharing their time among various screens and devices.

So, having such a plethora of screens available inside the hotel, how can the hotelier tell which screen each guest will use to access each service? Some guests will use their tablets or smartphones to order room service or to request a wake-up call, some other will use the Interactive TV menu. Many guests will use the in-room TVs to watch TV channels or a movie, their laptops for internet access and they will refer to the lobby monitor to check the current hotel offers, while other guests will do everything with their tablet or smart phone.



## Do we actually need to select the services to offer to each screen?

Not any more as through HOTstream MultiScreen solution hoteliers can offer all services to all screens in a uniform and cost effective way. This is what we describe as “the next-generation multi-screen guest experience” where guests can freely decide the screen to use for accessing any hotel service. This way the use of all services is maximized as the hotel respects the preferences of each guest, fulfilling in parallel the need of mobile-savvy users to use their favorite devices to do everything! Moreover, HOTstream MultiScreen facilitates cross-screen applications by enabling guest to view their own content on the large, high definition in-room TVs or to view movies and content provided by the hotel on their mobile devices anywhere in the hotel premises.

## What is HOTstream MultiScreen?

A centrally managed platform to provide hotel and guest interactive services, IPTV, VOD, OTT content, internet access and digital signage to multiple screens. All the state-of-the-art technology components required to create a uniform multi-screen infrastructure are already part of the HOTstream MultiScreen solution: adaptive streaming, high speed WiFi and HTML 5.

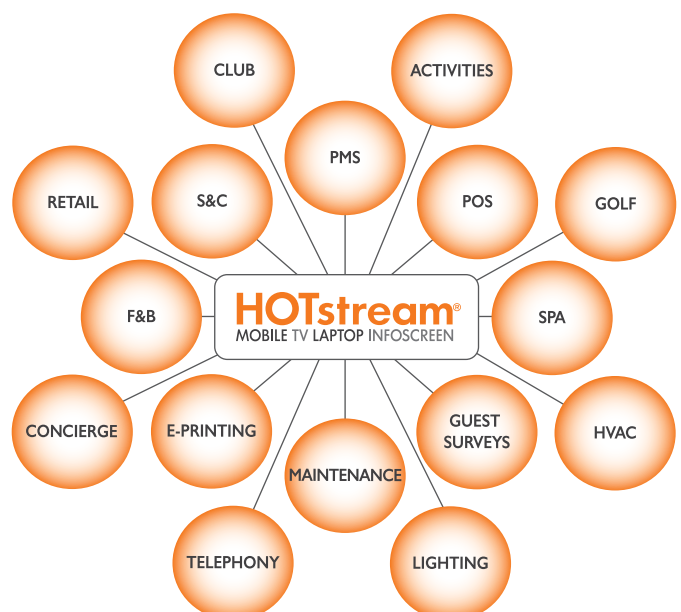
### KEY FEATURES

Tight integration with the various hotel systems at the headend level

Centralized content entry and management for all screens

Single video headend based on adaptive streaming technologies

Device agnostic and customizable user interface based on HTML 5 for all screens



## Which screens are supported by HOTstream MultiScreen today?

HOTstream MultiScreen is already available for the screens that hotel guests are using:

### Smart Hotel TVs

The first HTML5-based in-room entertainment application for the new LG Pro:Centric Smart Hotel TVs

No need for external STB

Better than Flash or native apps



### Hotel TVs with external set-top box

Respecting the existing hotel's investment and the preference for external set-top box

End to end support for 3D / HD

### iPad and Android Tablets

Live TV channels and VOD movies available on any screen anywhere in the hotel

Cross platform HTML5-based UI

Hotel promotions and advertisements

Integration with hotel systems



### iPhone and Android smartphones

All services customized for the smartphone screen

Integration with the hotel systems and services

Ordering and guest personalized services

Integration with hotel system



### Laptops

Hotel branded interface

Guest interactive services

Promotions and advertisements



## THE FUTURE

HOTstream HTML 5 based design will make it easy to provide HOTstream services on any new screens expected to become popular in the near future. The universal adoption of HTML5 (all devices will be able to render HTML5 based content) together with content generated on HOTstream servers in the hotel (as opposed to having native applications on the devices themselves) means that new devices can be HOTstream enabled quickly without costly software or hardware upgrades.

## What differentiate HOTstream MultiScreen?

HOTstream MultiScreen is a truly multi-screen platform for hospitality, designed for the existing and forthcoming screen technologies. All HOTstream MultiScreen services are available to all screens through a uniformly designed user interface that allow guests to have a consistent user experience inside the hotel no matter what screen they are using.

## Can you give us an example of a HOTstream MultiScreen value added service?

HOTstream MultiScreen has embedded a very powerful interactive advertisement service and dedicated advertisement area in all screens. Moreover, acknowledging the power of social media, we've designed a special application to integrate content from Facebook accounts, so the hotel doesn't need to change its marketing operations.



Interactive advertising sample on: 1) HOTstream 4.0HD TV+laptop user interface



2) HOTstream 4.0HD mobile user interface

[www.hotstream.eu](http://www.hotstream.eu)

### About MCOM Media Communications

MCOM is leading developer of next-generation multi-screen solutions for the hospitality industry. It has been an innovator and pioneer in Hotel IPTV

**2005, first MPEG4 hotel IPTV/VOD Platform**

**2006, first true multilingual IPVOD hospitality service**

**2011, first 3D IPTV/VOD platform for hotels**

**2012, first in-room entertainment HTML5-based App for the new LG ProCentric Smart TV**

With offices in London, Dubai and Athens, MCOM offers unique IPTV and multi-screen solutions for Hotels, Hospitals, Airports, but also for custom challenging installations like the IPTV distribution platform in London Olympics 2012.



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