



## MovieChoice Express PayTV Solution

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# MovieChoice Express

## Concept:

MovieChoice Express is designed as a no-nonsense, low-cost solution, which allows the hotel to generate a high income on basis offering high quality movie entertainment via a flexible and modular system.

Cost effective for the hotel with respect to utilising existing TV's and existing TV antennae system. This solution represents a workable business model for any size of hotel and of any class or star rating. A key element of the MovieChoice Express is the vast volume of digital movies provided in the standard package.

The simple but effective business model will result in choice and a healthy return for both for the guest and hotel respectively.

The guest will enjoy content from four streaming movie channels with 40 films, plus ten satellite TV channels and one additional digital information channel.



All this can be offered on a single daily rate to guests, giving amazing value for money and choice at the same time.

As for the Hotel the system is TV independent; easy to install (100 room hotel within 1 day); and require minimal maintenance.

## MovieChoice Express Elements

The MovieChoice Express system is based on a best of breed solution based on the market research of both existing solutions and of the hospitality industry itself. Multinet Services has brought together a high quality solution consisting of a feature rich and effective PayTV system and combined it with years of IT expertise, which has resulted in the cost effective MovieChoice Express solution for hotels.

It is designed as a low cost; no-nonsense system; to be installed with or without content servers; and designed to exclude and possible manipulation through the guest.

The 3 main elements that make the MovieChoice Express solution are:

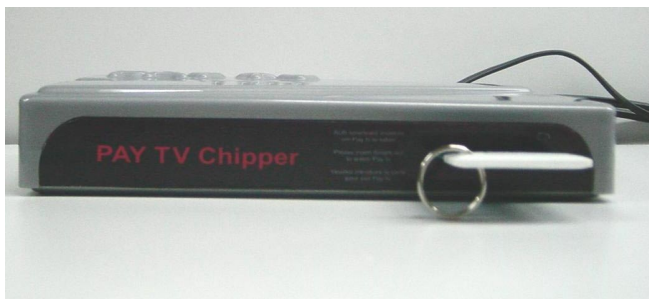
1. In room Set Top Box.
2. Reception Unit.
3. Digital Video Server.

### **1. In-room unit**

While checking in, the hotel guest receives his/her chip card in combination with the room key.

(Please note that we can also offer a chip card with magnetic strip for magnetic door openers!!)

By inserting the chip card into the chip card reader (mounted into the set top box), all pay-TV and movie channels are made available to the guest. Ten (satellite) TV channels and four movie channels can be installed as pay TV channels. This solution virtually eliminates potential fraud by certain unscrupulous guests.



After a free pre-view period, the system will register a paid view and write the booking onto the chip card. The duration of the pre-view period can be set and is flexible per period.

### **2. Reception unit**

During checkout, the central card reader/charger will read the bookings as being ordered by the guest and as being registered on the chip card.

As the card reader/charger is connected to the Hotel computer, bookings can be printed on the Hotel's stationary.



At the same time, the chip card can be reset, so that it is ready to be used by a new guest. The software programme allows for easy parameter settings and for flexible pricing. More price levels are available allowing for discounts for guests who stay longer periods. Important statistical data such as turnover per day or per month and viewing time per pay-TV channel can be stored on the PC and/or printed as desired.

### 3. MovieChoice Express Video Server

The MovieChoice Video server and the necessary modulator units are all provided according to your specific hotel TV configuration requirements.

Video Server



The server is a fully digital, fully electronic server, requiring no maintenance. Remote monitoring can be realized when connecting the system to the Internet.

The server has:

- 4 video channel output,
- Information channel, able to show HTML/Flash,
- Web based control interface for play list management, allowing:
- Endless loop video streaming, or
- Time-scheduled programmes.

The digital server component provides continuous **brilliant picture quality** whether scheduled or ongoing streaming options are selected.

The server has a large storage capacity, allowing for storing over 40 digital movies, this gives the guest a choice of a large number of titles on display and minimizes logistics for the Hotel.

A movie program folder can be put in the hotel room, to tempt the guest to select one or more pay channels. A display stand is or customized stationery option is also possible.

### Information channel picture quality:



### Installation:

The installation of MovieChoice Express and the installation and operational costs of 'MovieChoice Express' are minimal. The existing coaxial cable system does not need to be adapted. The in-room installation consists of placing the set top box and connecting the cables.

### ***The system is fully TV independent!***

Hence available TV sets can be used without the need for change

The central installation for the movie channels consists of the Digital Server. This maintenance free device can be stored in an appropriate closet or room.

Additional opportunities of the chip card:

The chip card can be used to pay for other services of the hotel/resort as well, for instance for a visit to the in-house solarium or sauna.

### **Special advantages of *MovieChoice Express*:**

As opposed to bigger, computer-controlled installations, *MovieChoice Express* is very cost effective where its installation and operation are concerned. The system can be maintained remotely and does not require any specific hotel staff technical training.

*MovieChoice Express* is a 100% stand-alone system; therefore, the installation can be done in a relatively short time and does not need changes in the electrical and/or antenna cabling (subject to survey).

### **System configuration**

The system consists of the following components:

#### **In-room equipment**

- One Set top box, which includes all in-room units,
- Chip card reader
- And the Control unit incl. Pay-TV filter board
- Antenna cable to connect the TV to the hotel antenna
- Chip card

**Reception unit**

- A card reader/charger
- Software for the hotel computer
- Service chip cards

**Video Server Head End**

Central head end unit for the MovieChoice Express, which includes

- MediaBridge Video Server
- Modulator bay with modulator units

**The Antenna Network:**

The antenna network of the available hotel-owned (SAT-) TV equipment serves as the connecting medium. No additional control lines are required (such as telephone lines). Many Hotels will have either a cable or a satellite head-end. Both cable and satellite head-end must be in a good condition for high quality TV pictures.

The MovieChoice Express Video head-end will be connected to the existing Hotel TV Antenna Network and broadcasts the pay-movies either in continuous loupe or on the pre-scheduled times.

**Filters:**

The pay-TV channels are distributed via preset frequencies. These frequencies are blocked in the TV by the MovieChoice Express filter unit. Only after the guest has inserted the chip card, these frequencies are opened.

The filter unit is made to block a number of TV frequencies within a certain frequency bandwidth; in order to realize that movie channels are modulated to that frequency bandwidth for transmission to the TV. Filter units can be obtained within specified frequencies:

A head-end filter unit is used to allow TV channels to be broadcasted free, while others can be transmitted via the paid TV system, hence using the modulators and the filter unit for implementing pay controls for the movie channels.

**Content - Movie Package:**

A standard of package of 40 films is offered for the MovieChoice Express system on basis of a price per room per month, including the software license; giving the rights for broadcasting these films within the Hotel premises. This package of films will be renewed periodically via a satellite link or manually via site visit.