



MovieChoice Interactive PayTV Solution

MovieChoice Interactive



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Introduction

MultiNet Services PayTV solutions are deployed with the ethos that they bring value and enhance the hotel's reputation. Features and benefits of the solutions will ensure value is gained by both the hotel and guests also. In addition to offering great TV viewing and other interactive services, the MovieChoice Interactive solution promotes the hotels brand and business to a very high level.

MovieChoice Interactive is designed to provide the ultimate in interactive TV systems to Hotels, offering:

- Increased services to the guest, including plug and play laptop connectivity; Video on Demand services with new movies; special events, streaming video and music channels and games, all via easily accessible high quality graphics.
- Increased revenues from guests as a consequence of these high-quality services.
- High quality graphics, which can be customized to the Hotel's looks and views, and furthermore offers flexibility to on-line modifications by adding/deleting; and inserting moving trailers and still pictures.
- Increased Hotel revenues on hotel facilities by using these flexible graphics for in-house promotion and for in- and external advertisements;

MovieChoice is an advanced system, applying latest state of the art technology, designed to be user friendly, with a very low cost of installation and maintenance. It is built on a three-layer platform whereby the software structure is fully independent from the hardware platform and from the graphic designs! Hence the Hotel will benefit prolonged life time, this means a lower investment and allows for new services and revenues to be generated over time.

- High Uptime of System - software upgrades will be implemented regularly and automatically on a remote basis
- Digital in all its aspects, the system is fully independent from the TV set; and hence any TV/LCD and/or Plasma set can be selected. When felt necessary part of all TV sets can be changed without changing the TV system.
- Continual Improvement – Graphics relating to hotel content and services can be updated when necessary to ensure maximum value is realised.

MovieChoice is also designed to present the TV to the guest as his/hers **window to the world**, which includes the following services:

- Easy to use functional and fashionable graphics;
- Plug and play Laptop connection for all rooms simultaneously;
- Video on Demand/Special events on demand;
- Streaming Video and Music channels;
- Games
- Hotel Information, including parental control. Individual and group messaging, room services, bill view, and express check out; etc.
- Local Information, as sightseeing, shopping, transportation services, etc.
- Hotel Group and Hotel information in their own style and image;

Other additional services include:

- Graphics, which are adaptable to the Hotel's profile. In this document some different examples of graphics are presented;
- Use of Hotel's logo's and pictures;
- Effective tools for the household logistics,
- Hotel and third party advertisements;
- Running text banners for information and in-room promotion.

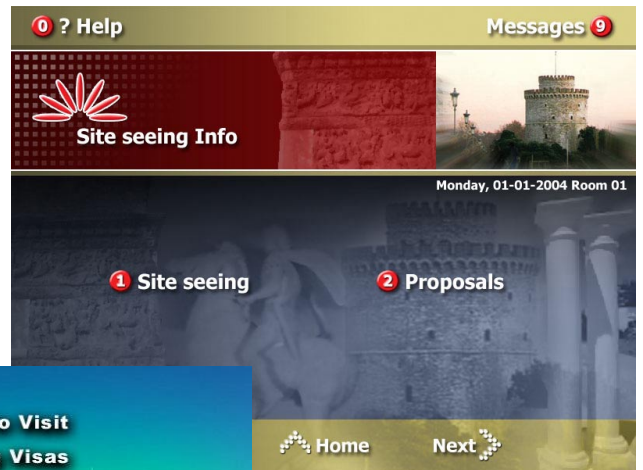
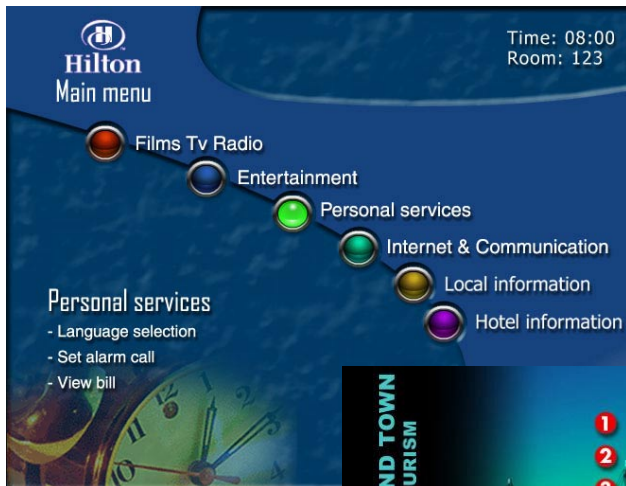
As a result, the TV system will be upgraded for the Hotel and its guests to a in-room entertainment and information center with the following revenues and benefits for the Hotel:

- Improved services to the guest;
- Increased revenues from both Internet, Pay TV, Video on Demand, Music and games;
- Income from advertisements;
- Increased household efficiency;
- Increased Hotel revenues via actualized in-room promotion of their facilities and programs.

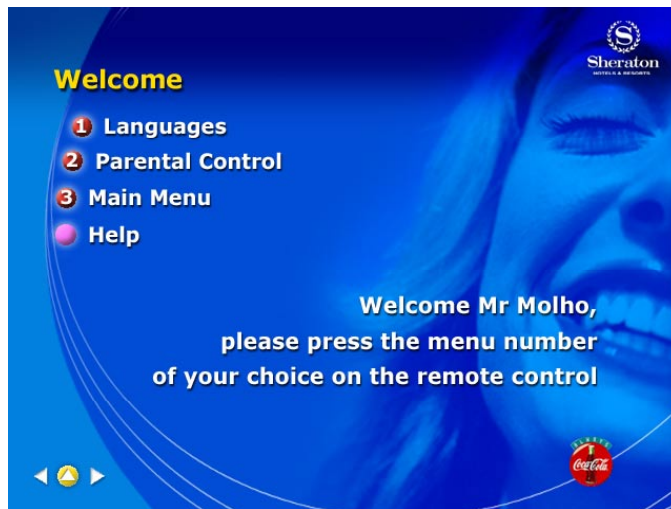
MultiNet Services and its partners offer to both guests and Hotel an attractive business proposition. We promote a business model which works in partnership with your business ensuring that branding and advertising opportunities are promoted to the fullest. Not only will the hotel enjoy marketing related benefits but also their realisation in occupancy.



Part 2 Examples of graphic designs



Part 3 Functionality and Graphic Interface



3.1 Graphics general:

- Fully adaptable to the Hotel's profile and marketing philosophy;
- Includes the feature of (flash) trailers and intro's;
- On-line actualization by the staff for information and promotions services;
- Including running text banners, information bulletins and promotion pictures;
- Options for advertisement trailers and logo placements.

3.2 Graphic menus and functionality

The graphic menus and the associated functionality have four segments:

- Hotel and hotel associated menu functions as welcome message, wake-up alarm, bill view, etc;
- Local and tourist information;
- Communication and entertainment services;
- Hotel's internal communication and logistics.

3.3 Welcome menu:

- Intro showing Hotel's dynamics and facilities;
- Personalized welcome message; (adaptable for special occasions)
- Language choice (all languages possible)
- Parental lock via 5-digit pin code. If activated, the only access is to children movies
- Advertisement logo (upon request)
- Scrolling up and down/main menu



3.4 Main menu

The main menu as an example.

The Hotel's profile will include their own logo and photo's, and the selection and line up of the menu buttons.

3.5 Hotel services



3.6 Guest Room Functionality

- Welcome menu and customized welcome message
- Hotel intro
- Language choice
- Parental control with 5 digit pin control for activating/deactivating
- Wake-up alarm with choice of different alarms
- Individual messages and group messages/announcements
- Bill view and express check-out
- Closed circuit TV within Hotel premises as for conference and other events *
- Room service (food & beverage; Laundry pick-up)
- Reservation for Restaurant and other facilities
- Digital Radio/TV facilities *
- Streaming Movie channels
- Music channels
- Video on Demand facilities
- Special events on Demand
- Laptop connectivity
- Internet on TV
- General or a per room sound control
- Running text banner in the bottom of every menu/movie/TV channel

The system allows Hotel to offer special sites and services to the guest, which include:

- Hotel services
- Shopping and local tourist information
- Sight seeing tours
- Business facilities
- Any other services the hotel considers fit for its guests.

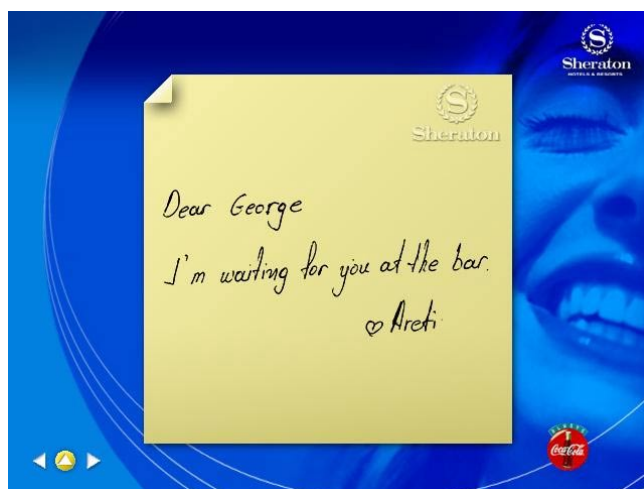
Special promotion messages and intros may be added to the system at specific times to promote hotel facilities such as restaurants, bars, business center and leisure sections to enhance and increase revenues.)

The system, as a result of its design principles is flexible in changing, adding, and deleting pages and graphics.

Next pages provide some examples:

The enclosed graph gives a good example of a personalized message. →

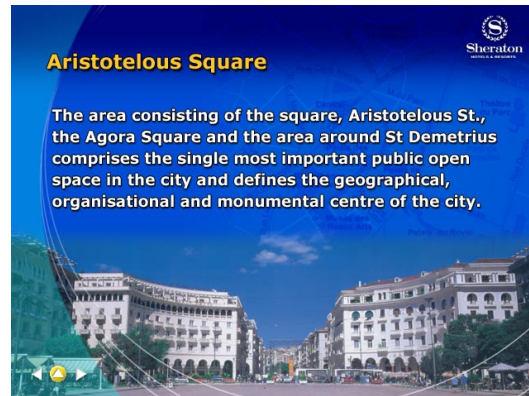
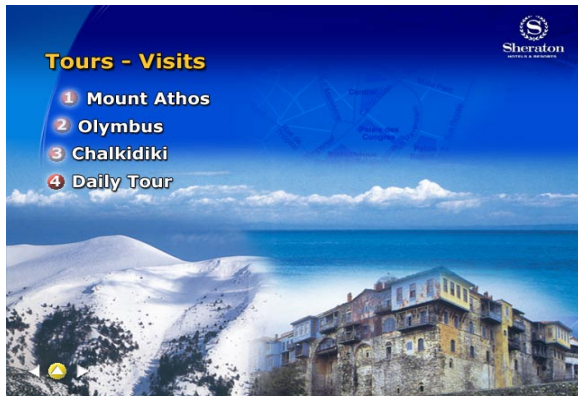
Both individual and group Messages are possible.



3.8 Hotel & Local Information

This section is dependent on locality and geographic situation of the hotel. Depending on requirements of the hotel, it is possible as an option to develop pages of information which promote the unique characteristics of the area. Places of natural beauty or places of historic importance can be included for customers.

Any form and combination can be composed to create an effective collection of pages that promotes your hotel associated with the significance of your locality.



Part 4 Communication and Entertainment

4.1 Parental Lock

While the parental lock is activated, only children's movies and games can be accessed.

4.2 Laptop Connectivity

The system allows for direct plug and play Internet connection via the set top box. cable. No specific programs and/or settings are needed.

This service is scheduled for a 24-hour open connection as from the moment that the guest has accepted the offer. The guest can connect and/or disconnect unlimited times during the purchased time.

4.3 Internet on TV

Internet on TV is possible with an additional infrared keyboard.

4.4 Entertainment Package

The entertainment package includes:

- 6 movie channels with a total catalogue of 40 digitally stored movies;
- 6 music channels with background music
- 30 mind/computer games.

The movie channels have standard themes, as :

- action/adventure
- comedy
- family
- classic
- children
- adult

The catalogue nature and its theme channels can be composed as per requirements of the Hotel. The movies will be shown as a streaming movie channel with a program of approx. 10 hours, before it is restarting.

The menu provides trailers of the program, and the menu allows movies to be promoted.

The music is essentially background music with carefully composed music channels, such as classic/light classic/pop/late night jazz/blues, etc

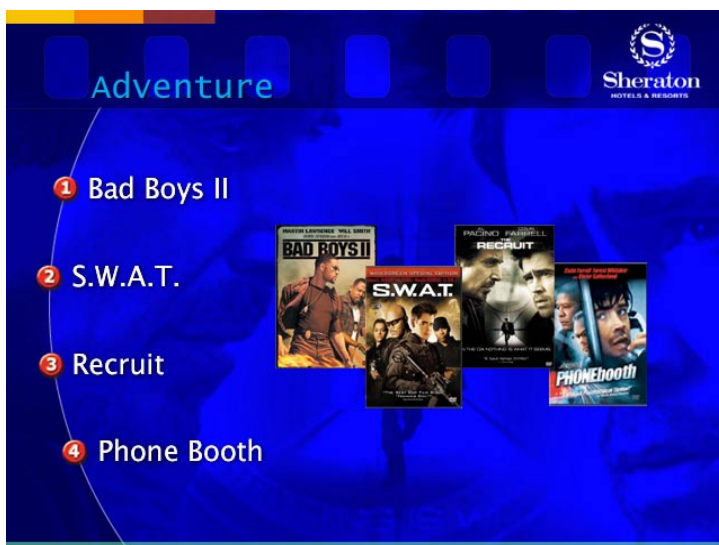
4.5 'Communication package'

The program allows for a 'Communication package' ,including:

- Internet/laptop connectivity plus
- as a free bonus the standard entertainment module with movies an music.

This package is composed to allow the experienced and frequent business traveler to work and communicate, and giving free access to the standard pay TV and music channels.

Some examples of Guest entertainment Graphics

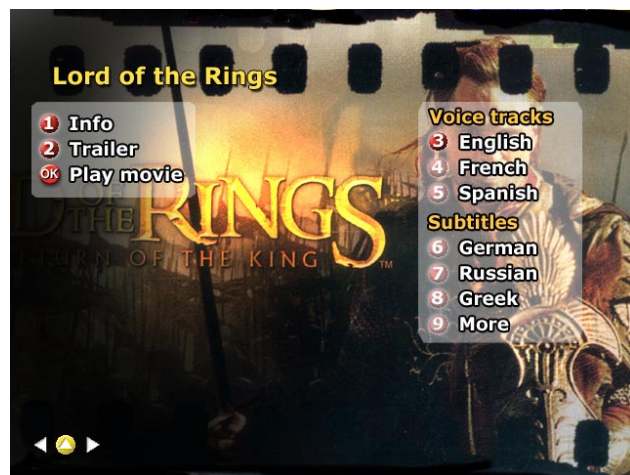


4.6 Video and Special Events on Demand

Video on Demand services allows customers to choose blockbuster movies which have left general cinema theatres but have not as yet been released for premier network viewing. Essentially, this gives guests the opportunity to view great movies in the comfortable surroundings of the guest room!

With the interactive services they can watch when it suits them. Movies are playable on an individual basis giving the guest the convenience to choose their own time. In addition, the service allows them to pause or reverse movies if they need to take a break etc. Overall it's the ultimate in providing a personal viewing theatre experience in every guest rooms at the same time.

- **Choice of offered selection of actual movies;**
- **24 hour viewing with possibilities of pause , reverse, etc.;**
- **Special events, such as concerts, cultural, and sporting events.**



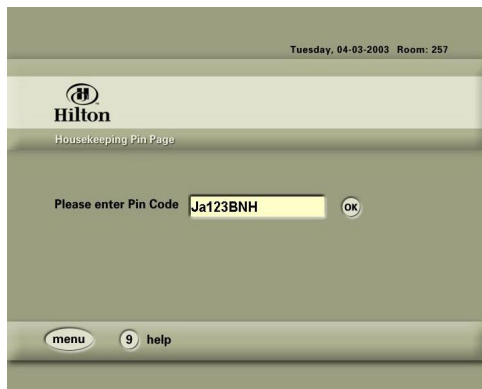
Part 5 Hotel Logistics

5.1 Hotel Logistic Facilities

- Volume control of sound per room/for all rooms/for different time periods
- Check in/out per PMS/head end
- Messages per guest/per group
- Messages stored and printed including Read/not read status
- Central frequency setting for all ITV's
- Room service and house hold status and control
- Statistics
- Ability to make on line changes and actualisation of graphic interface for information and promotion Activities
- Information channels via computer graphics and/or video channels
- Remote service and control by technicians: check for in-room status, from the head-end

5.2 Housekeeping Facilities

- Room status
- Maintenance
- Mini bar
- Status review at reception desk and at responsible departments.



5.3 Technical Hotel facilities

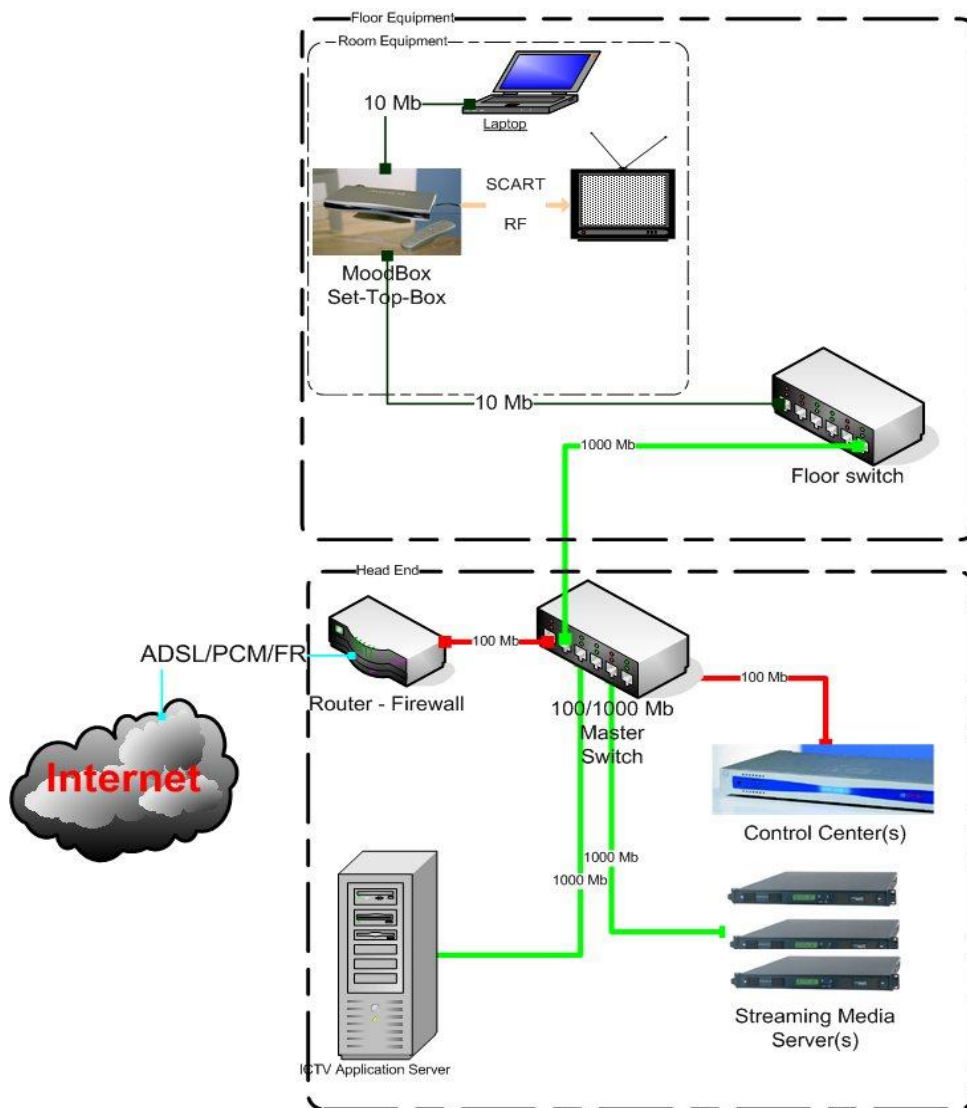
- Remote monitoring of Hotel network,
- Auto-analysis by the system of its technical status, and
- Early warning system by push-forward information to selected email addresses,
- Easy user interface,
- Tele monitoring and service.
- Tools for changing, adding or deleting graphics.

5.4 PMS interface

MovieChoice offers a standard interface to the majority of PMS systems.

Part 6 Technology and System Configuration

System Overview



Network installation

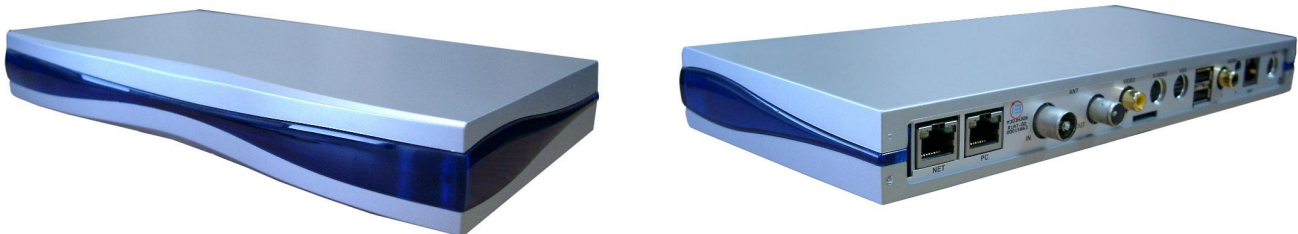
Cabling to the set top box:

- Coax for the standard TV channels
- Cat 5 or cat 6 cabling for the data communication and digital streaming.
- To the laptop: Ethernet (crossover) cable; connector RJ45. Can also be facilitated via a separate Ethernet port in the guest room., depending on room layout.

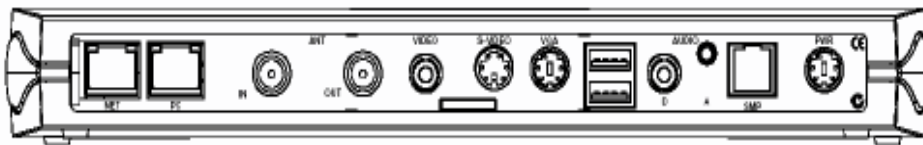
6.1 System Modules

The system operates with Ethernet, but it can also operate with the already existing TV devices. The system consists of three parts:

A. In room equipment: A set top box is installed in every room, which is TV independent. It operates as an interactive information transporter between the TV set and the servers.



The box supports both multicast and unicast technologies with services, such as Digital TV, Pay Per View, and Video on Demand.



Dimensions:

- Width 286 mm
- Depth 138 mm
- Height 34 mm
- Weight 0,65 kg.

B. Remote control unit

The Coloured buttons for main functions, as:

- Help
- Messages
- Wake up
- Main menu
- Sub menu
- OK/confirm
- Buttons for cursor up/down/left/right
- Channel program
- Volume
- Video pause/forward/reverse/play



C. Head-end system

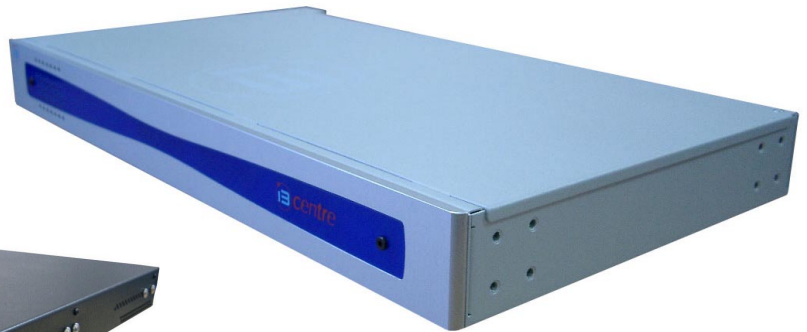
The system will be delivered in a table-height (approx. 70 cm) 19 inch rack.

The system will come fully assembled, tested including its software.

The rack contains three servers:

- the communication server to address the set top boxes; the Hotel PMS system; and the Internet provider;
 - the content server
 - the application and administration server.
- The first one controls the proper function of the set top boxes, and their settings (commands of the remote control) – Control Server

Communication Server



Content server



- The second server stores and streams the encoded content including movies to each set top box and room..
The streaming server has a capacity for: 50 movies
 - the storage can be expanded upto 500Gb; equivalent to > 200 movies;
 - standard equipped for 50 concurrent users; the system can be expanded to 200 concurrent data streams; either unicast or multicast and/or a combination of both.
- The third one – Application and Administration Server - is responsible to undertake the billing charges, the dynamic creation of pages based on the selected language and the control of the cost for any kind of content. Additionally it is responsible to achieve communication with all other electronic parts of the hotel.

Reception equipment: No additional equipment is necessary for the reception. An Interface “bridge” is available between the already existing (PMS) reservation and charging system and MovieChoice Interactive. The maintenance of the system will be delivered remotely.

Part 7 Content

MovieChoice Interactive content is offered on an exceptional business model, which will result in high usage by guests and therefore a high revenue for the hotel. Part of the content package as standard is a basic movie package, which is anything but basic! MovieChoice Interactive allows for services to be offered individually or as packages as detailed below.

The content consists of the following packages:

7.1 Basic Package

Offered as a bonus to the Hotel guest, using Internet. These items can also be offered separately.

Movies

A catalog of 40 digitally stored movies, broadcasted over 6 movie channels, each with its own theme:

- Action/adventure (male oriented)
- Comedy/romantic/novels (female oriented)
- Family
- Classics
- Children
- Adult

Movies are sourced from both major film studios as well as independent film companies.

Music

A catalogue of 6 music channels with background music:

- Classic and soft classic
- Opera
- Pop and middle of the road music
- Jazz
- Blues
- Ambience

Games

30 different java script games, such as solitaire, poker, chess, backgammon, etc. will be available.

7.2 Video on Demand packages

A catalogue of some 8/10 actual films will be available.

These films will change according to actual feature presentations.

7.3 Special Events on Demand

Special Events as recent concerts, cultural and/or sports events will be offered once they occur and on basis of actuality and popularity.