



OTRUM™

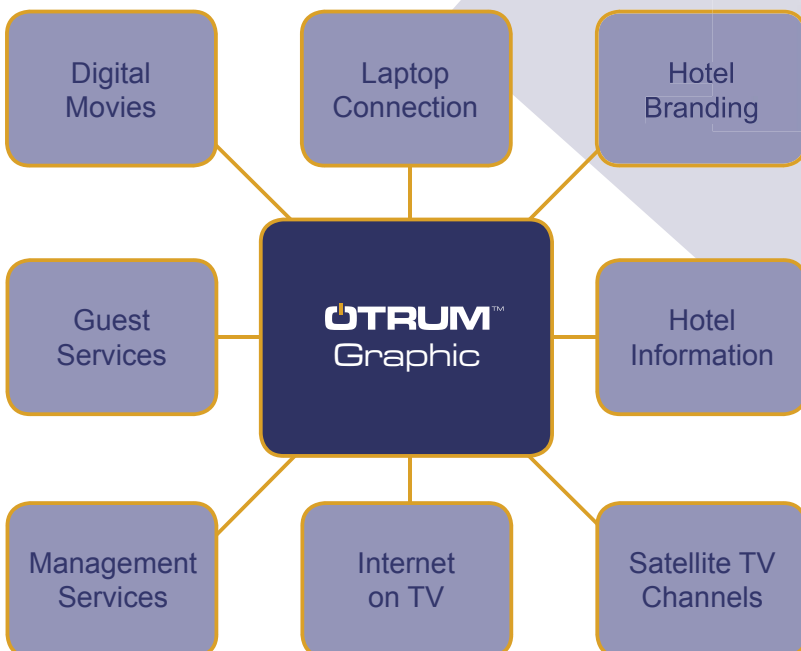
OTRUM Graphic

Interactive Hotel TV

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Utilising OTRUM's proven technology and software portfolio from an installed base of more than 400,000 rooms, and built upon the scalable architecture of OTRUM's Interactive TV platform, OTRUM Graphic is a world leading interactive system, delivering a comprehensive range of features and services to guests, hotels and hotel chains.

OTRUM Graphic provides a scalable and robust solution for the most demanding hotels and hotel guests.



System Modularity

The unique requirements of each hotel demands a flexible approach from the system vendor. OTRUM offers a modular approach to system functionality while at the same time enabling simple retrofit upgrades.

OTRUM provides a one-stop-shop approach, covering all aspects of in-room communications, entertainment and content.

System Benefits

OTRUM Graphic directly follows the three principals set out within all OTRUM Interactive solutions:

- ▶ Deliver services to the guests
- ▶ Leverage revenue from the guests
- ▶ Improve the hotel's operational efficiency

Through these three principals, OTRUM Graphic brings both direct and indirect profitability, the system is therefore an investment in profitability, rather than a pure technology cost.



OTRUM Remote Control & Keyboard

It is without doubt that most guests will use the TV provided in their hotel room. Different guests will have different skills when it comes to the technology provided in their room, and for that reason both the Remote Control and the Wireless Keyboard must be intuitive, easy to learn and easy to use.

OTRUM, with 15 years of interactive TV experience, have designed the complete solution for the hotel room, comprising a harmonised complementary Remote Control and Wireless Keyboard.

Both devices can be used with a variety of OTRUM displays, ensuring that the guest has the same remote controls, no matter what TV is used in each hotel room. Low battery detection is a standard feature for both units, ensuring that the staff are aware of any problem long before the guest.

On-screen Customisation

From the moment the guest steps into their room, the TV becomes the face of the hotel, welcoming the guest to their room, and introducing the facilities available during their stay.

As OTRUM Graphic has such an important role in guest communication, it is very important that the hotel and the hotel chain can completely customise the on-screen guest experience to fit the brand and image of the hotel.

On-screen customisation is a huge opportunity for promotional brand building, direct marketing, and strengthening the image of the hotel. OTRUM's team of dedicated graphical designers are on hand at all times to assist in the creation of 'your' guest interface.

OTRUM Graphic allows full customisation of all background screens including high quality graphics and corporate colour schemes. Teletext overlay is used to present coloured text on top of customised background screens.



This customisation is the face of the "Maritime Hotel". The hotel's corporate colours are rather dark, therefore the chosen layout uses a dark background, with bright text in the foreground.



"Choice Hotels Scandinavia" promote a rather vibrant and airy image, therefore it was their choice to take a bright background with bold dark text for the menu navigation.



As the name implies, "Rainbow Hotels" use the full colour spectrum in their image, specifically utilising yellow as a primary colour.

The preferred partner for interactive communications and content
OTRUM is the leading provider of interactive TV solutions and content to the hospitality industry in Europe, the Middle East and Africa, with more than 400,000 rooms installed. OTRUM develops and supplies total solutions, consisting of hardware, software, TV channels and films. OTRUM's Interactive solutions provide hotel guests with Internet access, pay TV and interactive games, as well as optimising operational efficiency.

