

OTRUM EVOLUTION

DIGITAL INFRASTRUCTURE

OTRUM Evolution is a digital end-to-end implementation, ensuring the best possible TV experience for the guest. Perfect picture quality in every room, no matter what cable infrastructure is used to transmit the signals. OTRUM offers both IPTV and DVB-C solutions, allowing for the effective utilisation of either Ethernet or legacy Coax networks.

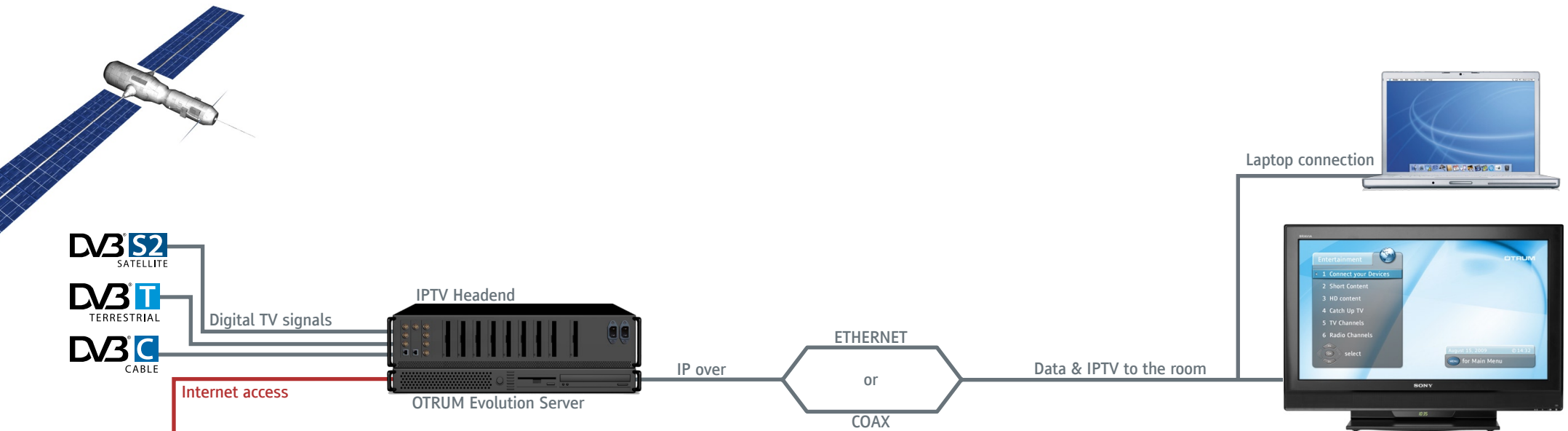
All TV content is transmitted to the guest room in digital MPEG II format. With

integration to leading LCD displays, OTRUM is able to offer both Standard Definition (SD) and High Definition (HD) content for the guest. The superior 'digital' HDMI connection is utilised on the LCD, again to ensure that the guest only has the best possible viewing experience.

The incoming TV signals are received via an industrial IPTV headend, which can receive and decrypt incoming signals such as DVB-C, DVB-S, DVB-T or even IPTV. The decrypted signals are then sent to the room over IP or over DVB-C where legacy coax infrastructure can be used.



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DIGITAL END-TO-END

When implementing digital end-to-end solutions from OTRUM, the digital signals received from the linear broadcasters or from the 'non-linear' providers (such as Filmbank) are transported to the room in digital format using the identical bit rate of the original material.

The integrity and quality of the received material in the room is therefore guaranteed to be 'best in class'. At no point are analogue signals used within the fully digital OTRUM Evolution HD solution.

HIGH DEFINITION

The shift towards High Definition viewing presents some new challenges for today's hotels, however OTRUM is completely HD-Ready with the OTRUM Evolution platform. HD offers up to 5x the pixel resolution of standard PAL analogue broadcasts, OTRUM supports 1080i HD at 25 frames per second.

Guests are very used to viewing HD broadcasts at home, and expect nothing less when they arrive in their room and switch on the TV in your hotel.

ELECTRONIC PROGRAMMING GUIDE

The provision of the EPG is a standard feature of all OTRUM digital solutions, either SD or HD based. The OTRUM Remote Control and wireless keyboard both include a dedicated Guide button, to enable the guest quick access to the EPG.

The EPG allows the guest to quickly see the NOW and NEXT information available for the current live channel. As is standard with consumer solutions, the EPG is presented on-top of the current broadcast, but not obscuring the content beneath.

INTERACTIVE SYSTEM

OTRUM Evolution's Graphical User Interface has been developed in close cooperation with the user experience consultancy firm Netlife Research based in Oslo, Norway.

The OTRUM user interface is easy to use, intuitive and can be easily customised on a hotel or chain level. The user interface is matched to dedicated OTRUM Remotes and wireless keyboards, these devices are custom designed to fit the needs of hotel guests, regardless of their experience with interactive systems.

LAPTOP CONNECTION

OTRUM Laptop Connection is a HSIA broadband connection provided over coax, Ethernet or wireless technology.

Promotion, bundling with other services and instructions are provided through the TV.

OTRUM Laptop Connection, as with all OTRUM services, can operate over the existing antenna network if needed – keeping the cost of ownership low, and installation disruption to a minimum.