

OTRUM EVOLUTION

MARKETING MODULE

As hotel brands aim to attract new customers, and hold onto those clients they already have, the importance of targeted customer communication becomes higher than ever.

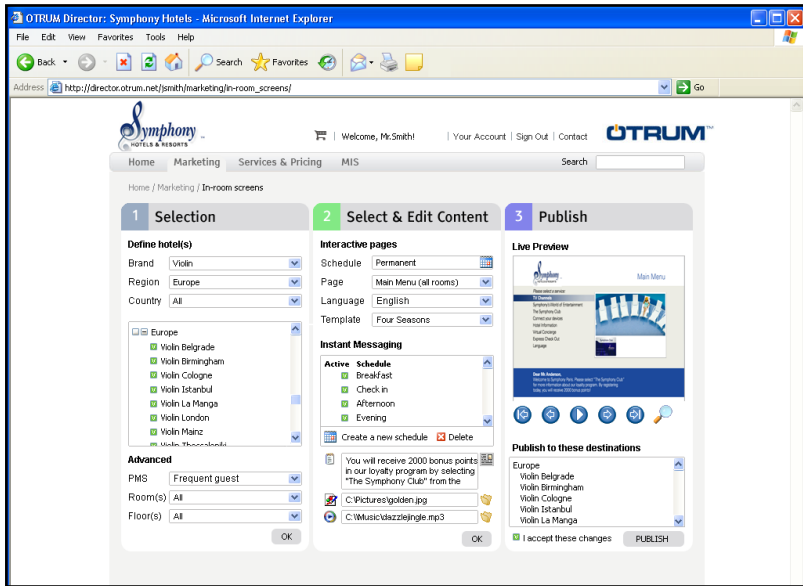
OTRUM has launched the industry's first tool dedicated to global communication with hotel guests, based not only on the message and the location, but also on the demographics and profile background of the clients.

OTRUM Evolution Marketing is the tool which will shape guest communication for OTRUM customers – a web centric portal, finally giving the brand managers and CRM specialists the tool they have been missing within their Interactive TV solutions.

Profile oriented communication allows specific targeting of specific guests residing throughout the chain, no matter which property and where it is located.



OTRUM EVOLUTION - MARKETING MODULE



WEB APPLICATION

Powerful solutions such as the OTRUM Evolution Marketing Module, needs simple user-friendly ways of being managed.

Via the OTRUM Evolution web portal your chain, hotels or partners can build communication campaigns based on the profiles of the checked-in guests in all connected hotels. Communication can be tailored to brands, countries, regions, properties and even specific floors and rooms within a property.

The applications of these communication campaigns are limited by not much more than your imagination, and include brand building, simple communication, advertising, internal promotion, guest feedback, revenue management, or even just to let the guest know that their 'VIP' status is registered and that their business is appreciated.



MARKETING APPLICATIONS

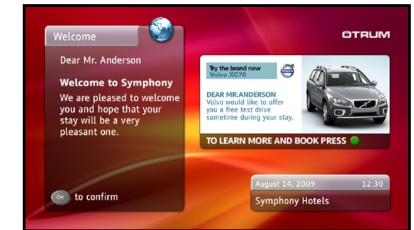
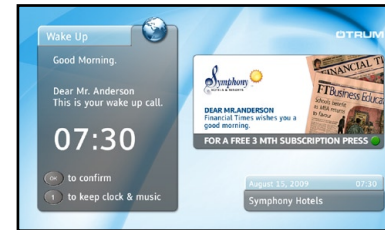
The campaigns created and planned in the web application are applied and distributed to four system features on any OTRUM Evolution installation. These features are Welcome, Wake up, Main Menu and Broadcast Banners.

In Welcome, Wake Up and Main Menu, a specific custom message can be sent to each individual guest based on the information in his or her profile, and any other variables that you can access, such as seasonal campaign, city promotions, time of day etc.

BROADCAST BANNERS

The most sophisticated communication tool is the live messages which are animated onto the screen during TV viewing. The current TV content is re-sized in real time, to allow the campaign to be placed on the screen in parallel with the TV content.

The guest may choose to interact with



the marketing message, or to ignore it, in which case it will disappear after a few seconds, enabling the TV content to be resized in real-time to fill the full screen.

Guest interaction with the campaign is a nice opportunity to allow feedback from the guest, for example: "please send me more information", "contact

me about my next stay", "yes – I would like to join the loyalty program" and so on.

All responses to the campaigns are stored and acknowledged by the system, to allow subsequent processing and feedback by the hotel or hotel chain.