

# VODware IPTV Server

## Solution for Hotels

### Business Opportunity

Faced with increased industry competition, many hotel operators are looking for smarter ways to generate more revenues from their properties. Expanding the portfolio of services offered to hotel guests has proven to be a successful strategy for many hotels. One of the high-margin services that hotels operators can offer to their guests today is VODware IPTV.

Although Video-on-Demand is not a new service in the hotel industry, the scope of such service has been quite limited in the past. In many cases, hotels would purchase limited number of VHS/DVD movies. When a guest orders a movie, the hotel operator would send physical VHS/DVD media to the guest's room for playback via a VCR/DVD player. The overall perceived quality of such service would be low and hotel guests would be unwilling to pay premium prices.

Fortunately, emerging technologies, such as Internet Protocol Television (IPTV), enable real-time delivery of high quality Video-on-Demand content to the TV sets in each hotel room, utilizing the Local Area Network (LAN) infrastructure. Modern VODware systems allow guests to browse through the available titles and request playback of their selections via remote controllers. Because modern VODware IPTV systems utilize video compression technologies, hotel operators can offer more choice of video content to their guests and respectively generate more VOD revenues.

### Business Solution

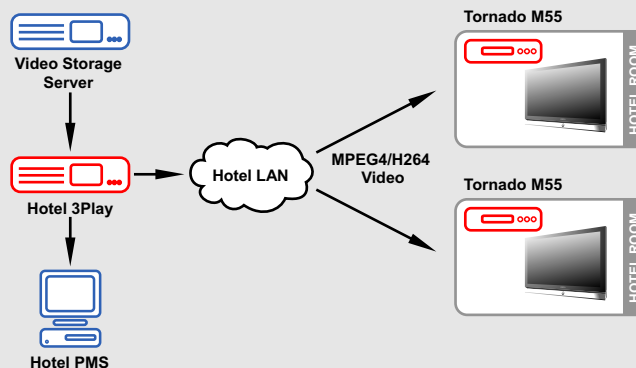
SysMaster, a leading provider of IP communications equipment, now offers a scalable, feature rich and Affordable VODware solution for hotels. Such a solution can deliver Video-on-Demand content directly to the TV set in each hotel room. The solution features intelligent content management, robust content delivery, and flexible billing capabilities. SysMaster's VODware IPTV solution allows easy integration with modern hotel PMS systems, so that hotel guests can be presented with a single bill when they check out. Alternatively, hotel operators can utilize the integrated PMS functionality of SysMaster's VODware IPTV solution for guest billing purposes.

#### SOLUTION COMPONENTS

- **Hotel3Play**, an integrated product for delivery of Video-on-Demand, VoIP Telephony, and Internet Access services in hotels.
- **Tornado M55 IPTV Set-Top-Box**, a customer premises equipment (CPE) device, designed for delivery of streaming video directly to the TV screen.

## VODware IPTV SOLUTION FOR HOTELS

### Video-on-Demand Architecture



# VODware IPTV

## Solution for Hotels

### KEY FEATURES

- Video-on-Demand Management and Billing
- Integrated Video Streamer
- Unicast and Multicast Streaming Support
- Integrated Hotel Property Management System
- IPTV, VoIP, and Internet Access Services Support
- Web-Based Remote Management

### Video-on-Demand Management and Billing

VODware IPTV Server solution is specifically designed for management and billing of Video-on-Demand services in hotels. When a hotel guest requests a particular VODware content using the remote control in his/her room, the Tornado M55 sends a request to SysMaster's Hotel 3Play server. That server authorizes content delivery and bills the guest according to a price list managed by the hotel operator.

### Integrated Video Streamer

VODware IPTV Server solution comes with integrated video streamer, which distributes video content to each hotel room over the Local Area Network (LAN) infrastructure. The video streamer supports high compression MPEG4 and H264 technologies, which enable it to deliver high quality video to each hotel room while minimizing network load.

### Unicast and Multicast Streaming Support

VODware IPTV Server solution supports both Unicast and Multicast streaming technologies. Unicast is the traditional method of video delivery over IP networks, where the set-top-box in each hotel room is connected to SysMaster's Hotel 3Play server via individual link. That results in higher bandwidth usage and network utilization, which in larger hotel properties may present technical challenges. In contrast, Multicast streaming allows a single stream to be delivered to each hotel room with very low bandwidth utilization.

### Integrated Hotel Property Management System

VODware IPTV Server solution comes with an integrated Hotel Property Management System (PMS). Besides VOD billing and invoicing, the PMS supports all essential functions in managing small to medium-size hotels, including room reservations, guest check-in/check-out, guest billing, hotel services management, payment processing and reporting. VODware IPTV solution can also interface with popular third party hotel PMS systems.

### IPTV, VoIP, and Internet Access Services Support

VODware IPTV solution can also be used to deliver IPTV, VoIP, and Internet Access services in hotels. Hotel 3Play, which is a core element of VODware IPTV solution, natively supports provisioning, management and billing of such services. That allows hotel operators to cost effectively expand the portfolio of services that they offer to guests with minimum incremental investments.

### Web-Based Remote Management

VODware IPTV Server solution offers convenient configuration and maintenance via a GUI console. Hotel operators can securely login to the management console via a web browser and perform all necessary tasks remotely. That feature enables hotel operators to easily outsource product administration to third parties and minimize operational costs.



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