



Next generation guest facing technologies



Multiscreen guest interfaces



Multiscreen guest interfaces



- **What is multiscreen?**
- **2011, Ralph Rivera, BBC: an opportunity to reach our audience on whatever piece of glass they choose to use, with an experience appropriate for each device**
- **In a hotel environment this means to make use of all the screens that enter the hotel network**

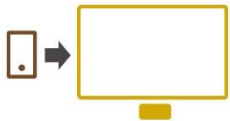


Guests leverage a multiscreen system



> **Asynchronous usage**

Guests will use different screens to access hotel services at different points of time or location



> **Sequential usage**

Guests can move from one screen to another to accomplish a task



> **Complementary usage**

Guests can use two screens simultaneously to enhance their experience



> **Simultaneous usage. Unrelated activity**

Guests can use two or more screens independently for similar tasks



Hotels benefit from integrating all screens

- **Consistent branding and user experiences across all devices**
- **Common repository of content and single data entry point**
- **Common hotel systems interfaces for multiple screens**
- **Synchronized promotions across screens**



Integrations that enhance guest experiences

> **SIP – Mobile**

SIP integration with the hotel PBX system allows a guests to call through the hotel PBX when using the hotel app

> **SPA – TV/Mobile/Signage**

Spa service catalog browsing, reservations and request/availability status from in-room TVs and mobile devices

> **POS/in-room dining - TV/Mobile**

Room service catalog browsing, ordering and order status from in-room TVs and mobile devices

> **PMS/Pre-arrival*– Mobile**

Booking confirmations, loyalty, mobile check-in, pre-arrival requests



Integrations that enhance guest experiences

> **Wayfinding (Google Map Maker)** – Mobile/TV/Signage

Wayfinding to resort facilities, guest rooms, local area points of interest

> **EPG** – TV/Mobile

3-day multiple language EPG subscription service with program description and other info. It covers 95% of TV channels in Middle East

> **Event mgnt** – Signage/TV/Mobile

Automated directional signage for conference rooms, conference agendas on public displays, in-room TVs and hotel app

> **Door locks**– Mobile

Unlock door with personal device using hotel app



Hotel Systems that can be integrated with TV/Mobile

➤ **In-room controls** – TV/Mobile

Control of lighting, temperature, curtains, DND through in-room TVs or hotel app

Adds convenience, improves guest experience

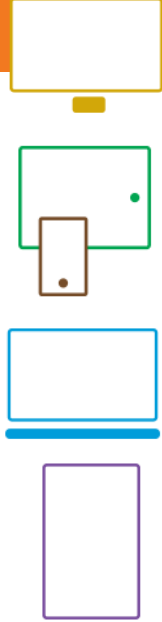
➤ **Request Management** – TV/Mobile

Guests or hotel staff can place requests through in-room TVs or hotel app

Reduces costs, increases staff productivity and optimizes hospitality service.



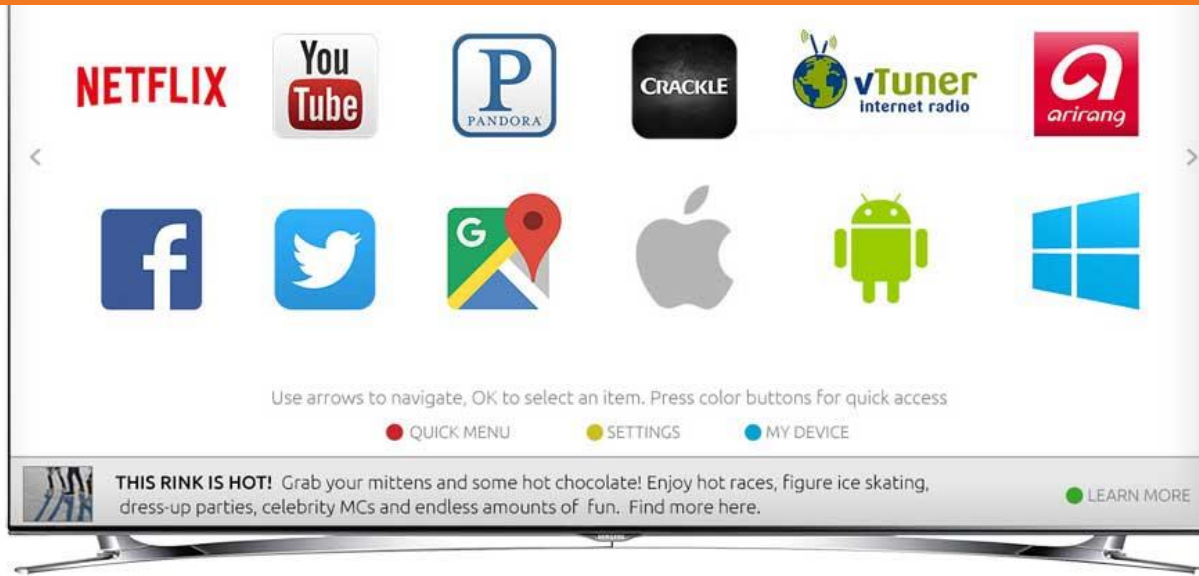
Screen casting





Screen mirroring or casting with HW support

- **Most usable service to help guests connect to their own content and watch it on TV**
- **Supports audio/video encrypted content**
- **No need for specific app to be downloaded**
- **Screen casting is implemented with**
 - Airplay (iOS)
 - Miracast (Android, Windows)
 - Chromecast (iOS, Android, app orientated device)



OTT content services



Content is still king, but not the same content

- **OTT content services like Youtube, Netflix, Pandora, Crackle, are reshaping in-room entertainment**
- **Hotel TV vendors bring in hospitality only the apps that their licensing can be extended for use in a guestroom environment**
- **Subscription based OTT services may need licensing by the content provider**
- **Free-to-Guest OTT services like Youtube, Arirang, Crackle, vTuner can be easily integrated**



Challenges of OTT content in a hotel TV system

> **Clearing personal credentials from the TV app**

Automatically upon checkout or manually by the guest

Best practice: not allow any sign-in apps that do not support both the above

> **App maintenance**

Over time smart TV manufactures may update OTT apps only on newer TV models and most of the time not automatically

> **Bandwidth consumption**

Who is going to pay for the increased traffic?

> **Competition with hotel VOD**



Mobile hotel TV



HOTstream Mobile TV (to Go)

> **Watch anything, anywhere**

Live TV and movies on your mobile device anywhere within the property's WIFI or anywhere with internet access (with cloud option)

> **Accessible through mobile app or via web browser**

> **Remote control of in-room TV**

HOTstream®



HOTstream TV – Cloud Edition



HOTstream TV – Cloud Edition

- **Interactive TV service running from the Cloud**
- **No need for on-premise hardware**
- **Same services as an on-premise system**
- **Available now on Amazon Web Services™ (AWS) and Microsoft Azure™**



Do I get everything as with an on-premise system ?

- ✓ **PMS Interface**
- ✓ **Video on Demand**
- ✓ **Messaging**
- ✓ **Promotional banners**
- ✓ **EPG**
- ✓ **OTT apps and Screen sharing**
- ✓ **Room Controls**
- ✓ **POS, SPA, Rapid response interfacing**
- ✓ **Online data information (flight, weather etc)**
- ✓ **Web based management & APIs to 3rd parties**



Understanding guest behavior



Monitoring guest experience

> **TV channel viewing**

Reduce OPEX by identifying the TV channels that guests are not watching and remove them from the channel list.

> **Navigation patterns**

Monitor which pages of the user interface guests are visiting including EPG, Screen Sharing, PMS related services, OTT, directory, language selection, internet radio, orders and more.

Monitor the time spend on each page and on TV channels.

> **Advertisements and promotions**

Measure the response to each promotion or teaser displayed on the advertisement panel.



A few words about MCOM

- **IP based guest facing solutions for the luxury hospitality market for more than 10 years**
- **Approved by more than 15 hotel chain luxury brands**
- **Installed in more than 30,000 rooms across 4 continents**
- **5 regional offices – Athens, London, New York, Dubai, Singapore**
- **Solutions for IPTV, VOD, mobile, digital signage, content sharing, content management**
- **Applications for smart TVs, set-top boxes, smartphones, tablets, laptops and digital signage monitors**
- **MCOM's hotel product suite is called HOTstream**
- **Servicing the Olympic Games since Vancouver 2010**