

OTRUM



EASY CONNECT

Give your guests the 'at home' content streaming experience.

- o Otrum Enterprise with guest device connectivity.
- o In-room communication and marketing using the guest's own language.
- o Revenue generation.
- o In-house selling via online storefronts.
- o Brand building.
- o Back office management, statistics and reporting.

OTRUM ENTERPRISE

THE MARKET LEADING HOSTED SOLUTION. SCALABLE AND ROBUST, TO MEET ALL GUEST NEEDS 24/7/365.



SMART TV INTEGRATION = AFFORDABILITY

Otrum Enterprise is the segment leader in functionality, stability and ease of use. With Smart TV implementations investment costs can be significantly reduced using existing infrastructure such as coax, Ethernet and Wi-Fi. This flexibility also includes hybrid solutions with mixed infrastructure.

WEB BASED MANAGEMENT

Otrum Enterprise empowers hotels and hotel staff to take full control of the deployed interactive solution. Using web based editors and content management systems, your in-house monitoring, management and analysis has never been easier.

SCREEN MIRRORING

Screen mirroring is easily added to Otrum Enterprise for both Android and Apple iOS. Otrum bases the solution on industry standards, offering guests the best possible user experience.

HTML5 DESIGN MEANS WE ARE FLEXIBLE

Built on a HTML5 foundation, Otrum Enterprise software works across multiple platforms and delivers a seamless user experience across TVs, tablets and smart phones. Powerful tools are provided for branding and customisation, including graphical languages such as Arabic and Russian.

LIFETIME UPDATES

By subscribing to Otrum's suite of software services, continuous updates are guaranteed throughout the lifetime of the solution. Feature enhancements will be deployed to your site, as and when they evolve.

NETWORK OPERATIONS CENTRE (NOC)

Our skilled team of software engineers monitor and control all Otrum Enterprise guest rooms. Should a service need arise, we can address this before you or your guests have even noticed.

OVER 1 MILLION OTRUM ENTERPRISE USERS PER MONTH

SCREEN MIRRORING

NETFLIX, HBO, ITUNES, YOUTUBE AND MORE – ALL OF YOUR GUEST'S FAVOURITE CONTENT DISPLAYED SECURELY.



STREAMING FROM A DEVICE TO A TV

Your guests arrive at the hotel with their own smart devices and their own catalogue of content. Otrum Enterprise enables the guest to easily view their content on the large in-room screen.

Intuitive onscreen instructions guide the guest from start to finish. For security purposes, Otrum utilises secure authorisation between the smart device and the TV, this ensures that content is only shown on the desired screen.

BLUETOOTH

When the installed screen includes a Bluetooth receiver, Otrum Enterprise guides the guest through the Bluetooth pairing process. Once paired, the guest can then listen to their own music through the TV speakers.

DAILY USAGE OF OTRUM
SCREEN MIRRORING **21%**



SCREEN MIRRORING AT A GLANCE

AIRPLAY / MIRACAST / CHROMECAST

- + Mirror your device's screen to the TV wirelessly.
- + Show any content your device can display; movies, presentations, pictures etc.
- + Works with Android and Apple iOS.
- + Very simple setup.
- + Industry standard technology.
- + Airplay and Chromecast require extra in-room hardware.



STOREFRONTS

REVENUE GENERATION HAS NEVER BEEN EASIER. UNLIMITED SALES OPPORTUNITIES THROUGH TV AND MOBILE.



STOREFRONTS AT A GLANCE

SALES OF ANY PRODUCT OR SERVICE TO YOUR GUEST

- + Build as many "shops" as you want.
- + Sell as many products as you want.
- + Offer upgrade options e.g. late checkout.
- + Delivery time (booking time).
- + Shopping carts for large orders.
- + Configurable message delivery per "shop".
- + Multilingual user interface.

ORDER ANYTHING

Enabling purchases, bookings and orders of any services that you would like to offer your guests. Depending on your property, needs and service level you can let your guests browse and book services such as spa treatments, a table in your restaurant, tee off time at the golf course, baby sitter or perhaps order a late check out.

NOTIFY ANYONE IN A WAY THAT WORKS FOR YOU

Notify your staff in whatever way works for you; SMS or email, with billing via the PMS. The solution lets your staff respond directly to guests through the TV or smart device. Staff can enter a personal message which is delivered direct to the guest.

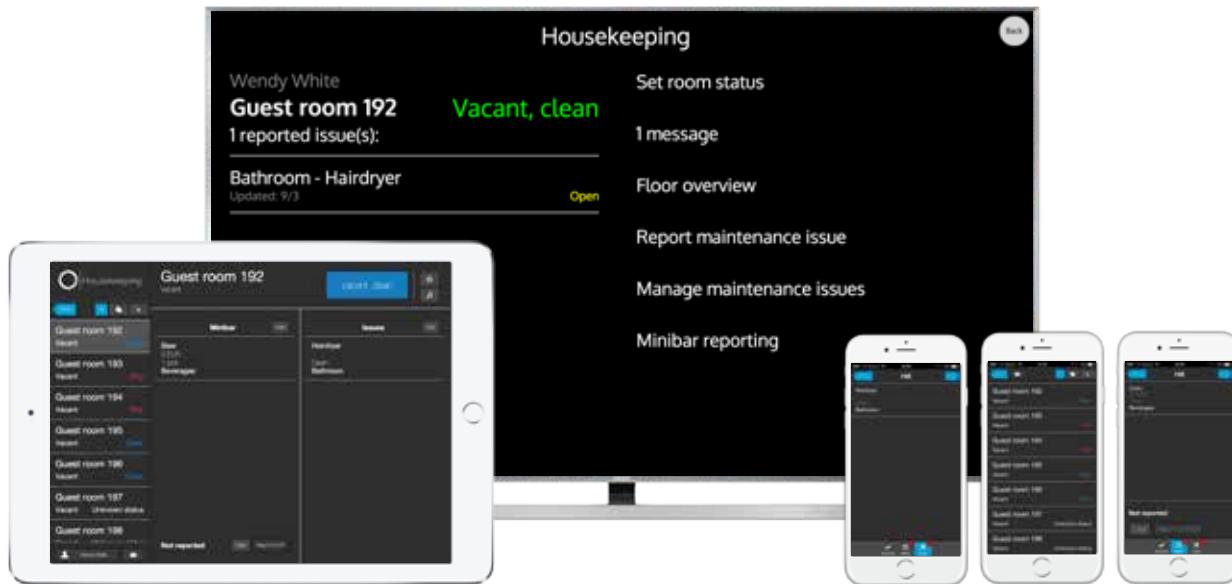
OPENING HOURS

The storefront tool lets you set up separate "shops" to keep things organised, and to enable you to decide store opening hours. For example, within a room service store, you can predefine different menus for different times of the day.



HOUSEKEEPING

OPTIMISE ROOM MANAGEMENT AND ACHIEVE OPERATIONAL EXCELLENCE. SMART TOOLS FOR SMART HOTELS.



HOUSEKEEPING MANAGEMENT

Turn your guest rooms around more efficiently, only occupied rooms generate revenue. Otrum Enterprise provides housekeepers with access to dedicated tools from any connected device or in-room TV. Room status is reported to the PMS immediately, with cleaned and vacant rooms available for immediate resale.

The same tool has powerful reporting features for hotel maintenance. You can report broken lightbulbs, fixtures and other items, and easily track their repair status. Finally, you can also use the app to efficiently report minibar consumption, and to produce minibar refill reports.

TOUCH HOUSEKEEPING

The housekeeping solution can function with or without a TV system.

Your housekeepers can either use the tool through the TVs, or through smart devices such as tablets or smart phones.



HOUSEKEEPING AT A GLANCE

POWERFUL FEATURES TO GET THE MOST OUT OF YOUR HOUSEKEEPING SERVICES

- + Faster room turnaround.
- + Report room status.
- + PMS integration.
- + Accessed through the in-room TV or via a smart device.
- + Powerful maintenance reporting tool.
- + Automated e-mail and SMS alerts for maintenance staff.
- + Cloud based operation.
- + Presented in your housekeepers own language.
- + Automatic tuning to your housekeepers' favourite radio channel.



GUEST ANALYTICS

CUT COSTS BY ALIGNING SERVICES WITH GUEST NEEDS. FACT BASED DECISION MAKING.

Top 10 TV Channels
Last 29 days.

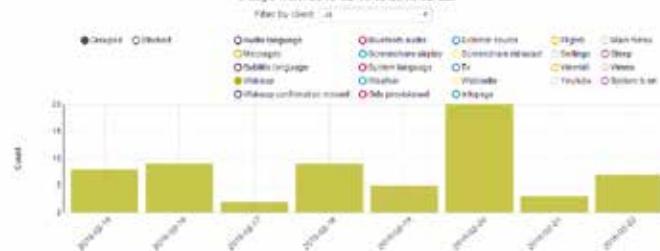
Channel	Usage
NRK 1	1 months 2 days 16 hours 54 minutes 20 seconds
TV 2 Norge	26 days 20 hours 57 minutes 02 seconds
NRK 3	18 days 17 hours 26 minutes 27 seconds
TV Norge	12 days 11 hours 36 minutes 24 seconds
Max (Norway)	8 days 19 hours 31 minutes 28 seconds
TV 2 Zebra	7 days 05 hours 53 minutes 48 seconds
NRK 2	6 days 09 hours 08 minutes 49 seconds
TV 2 Nyhetskanalen	6 days 07 hours 39 minutes 07 seconds
TV4 (se)	4 days 07 hours 59 minutes 33 seconds
TV 2 Sportskanalen	4 days 00 hours 50 minutes 22 seconds

TV Channel Usage Hours
Last 29 days.



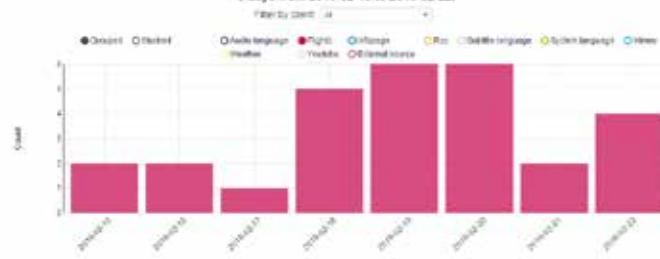
Navigated Services

8 days from 2016-02-15 to 2016-02-22.



Activated Services

8 days from 2016-02-15 to 2016-02-22.



STATISTICS FROM EVERY GUEST

The statistics application provides insight into how your guests are using the interactive solutions within your hotel. Detailed information allows you to learn more about how your guests are using the system, and enables you to more effectively use all the tools that Otrum provides.

Otrum utilises the cloud to gather and analyse this large dataset. As this data analysis is hosted centrally, you can access and view all live data and historical reports through a web browser.

OPTIMISE YOUR SPENDING

Using Otrum's data analysis tools you can clearly see which services your guests are using, and what revenue they generate. TV channels are still popular – but why pay for those TV channels that your guests don't watch? Eliminate wasted spending, allowing you to invest in other areas.

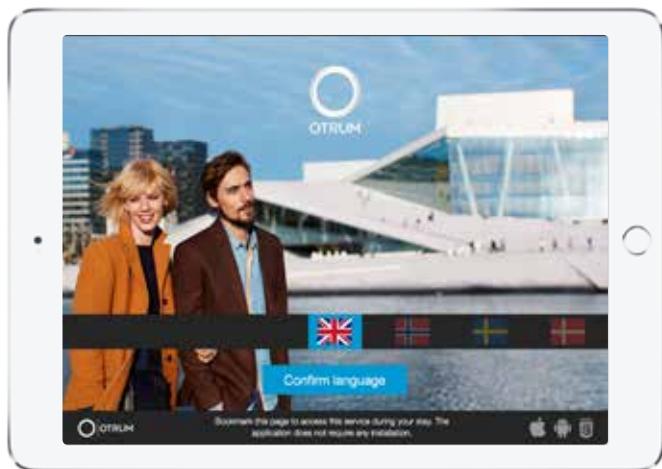
Rollout popular services to more rooms. If you can see that e.g. Airplay is well used in your business rooms, improve guest satisfaction by offering it throughout the property.





ENTERPRISE TOUCH

TAKE ALL INTERACTIVE SERVICES MOBILE. LET GUESTS USE THEIR OWN SMART DEVICES TO ACCESS HOTEL SERVICES.



SECOND SCREEN EXPERIENCE

Guests want more; more gadgets, more in-room technology and more content. Harness the power of the technology that they bring with them, allow them to use their own smart devices to interact with hotel services. Your rooms get a true second screen experience, with the possibility for guests to view live TV on their tablet or smart phone - perfect for keeping young guests entertained.

Smart devices have full access to a range of applications, including an overview of TV channels, movies, unread messages, news, flights and weather.

Use Otrum Enterprise Touch as your hotel's mobile app – promote hotel services and facilities before the guest even arrives.

ELECTRONIC PROGRAMME GUIDE

The fully featured EPG lets the guest sort, browse and control TV channels in their room. The EPG shows what is currently playing, as well as what is coming up next.

Pressing the TV channel logo immediately changes the programme you are watching on the TV.



ENTERPRISE TOUCH AT A GLANCE

FULL REMOTE CONTROL

- + Channel list with full live programme guide.
- + Easy browsing of large TV channel lists.
- + Movie list with synopsis.
- + Use of a familiar device keyboard for text input.

SIMPLE ORDERING

- + Browse all items in the storefront.
- + Add custom requests.

MESSAGE CENTRE

- + Communicate directly to your guest's smart device.
- + Group messages supported.

PHOTOS ON THE BIG SCREEN

- + Camera roll mirroring on the in-room TV.

HOTEL INFO

- + All the information from Otrum Enterprise.
- + Multilingual user interface.

OTRUM ENTERPRISE SOFTWARE

 WAKE UP & WELCOME Greet guests with a personal onscreen message. Wake up / group wake up including local weather forecast and news headlines.	 ENTERPRISE TOUCH Replicate interactive services on your guest's own smart phone or tablet. Full TV remote control and keyboard. Share the mobile camera roll on the in-room TV.
 MESSAGES Communicate with all guests/groups, e.g. conference delegates. Urgent message option will force all TVs on, and display your urgent message e.g. fire alarm.	 INTERNET VIDEO & OTT Search and playback YouTube and Vimeo content on the in-room TV. Link to web pages and video content for brand, hotel and tourist information.
 STOREFRONTS Sell, book, offer and promote almost anything, e.g. in-room dining, late checkout, table reservation, housekeeping, pillow menu, etc.	 SCREEN MIRRORING Mirror content from a smart device to the TV. Apple iOS and Android compatible. Supporting copy protected (DRM) content.
 VIEW BILL & EXPRESS CHECKOUT Display all room charges for the guest to verify. Initiate Express Checkout request to the PMS.	 DIGITAL ON DEMAND VOD movies for in-room playback. Play, pause, fast forward and rewind. DRM supported for the latest Hollywood titles. Charging opportunities for premium TV channels.
 CLOUD FEEDS Live data feeds e.g. weather forecast, flight arrivals/departures, world news etc. Live streaming of Internet radio.	 CHANNEL SORTING & EPG Sorting of TV channels via the PMS, by language or genre etc. Electronic Programme Guide for live TV channels. Multi-day EPG (as an option).
 CONTENT MANAGEMENT (CMS) Customised menus and branding. Web based information page editor. Branded adverts and promotional spots. Menu adjustment to fit room type or service level.	 HOUSEKEEPING Staff login to report room faults, room status and minibar consumption. PMS integration – vacant rooms lists. Staff messaging for urgent room requests.
 TV MAINTENANCE & MANAGEMENT Check the settings and status of all TVs. Push settings to screens. Control all parameters remotely.	 GUEST ANALYTICS Gain insights into guest behaviour and system usage. Tailor TV channels and services to fit guest usage patterns.

