

What's Hot at Acentic – July 2009

Acentic Makes Significant Contract Win With Marriott UK

Acentic has been selected to provide its In-room Hotel Entertainment Platform to 42 Marriott UK based locations with ca. 8,000 guest rooms offering a branded interactive system with a wide selection of content genres and advanced viewer features. The first site will go live in July 2009, with rollout across the UK to be completed by December 2009.

Acentic's CEO Debates TV and PC Convergence

Alistair Forbes, Acentic's CEO looks at the content and services that guests require now and in the future. We've seen content and TV viewing trends this year marking the real start of High-Definition TV (HDTV) uptake by consumers especially in the US. HDTV is more of a niche differentiator in Europe, at the moment, but it is becoming a requirement for high-end hotel rooms. We know that people want to have their TV in the main living room where the entire family can gather in front of a large LCD screen to view. But interactivity, remains limited throughout the globe, showing that the TV is still a viewing device. See the recent article by Alistair Forbes in HOTELS Magazine (<http://www.hotelsmag.com/article/CA6664515.html?industryid=47564>).

Shemaroo Exclusively Provides South Asian VOD Content on Acentic's Hotel TV Platform Across EMEA

Shemaroo Entertainment, a leading Bollywood content house with aggressive plans in the digital content space, and Acentic have signed a deal to exclusively provide South Asian content, including Bollywood content, through video on demand (VOD) on Acentic's in-room hotel entertainment platform across Europe, the Middle East and Africa.

Courtyard by Marriott, London Gatwick Airport uses IP protocol technology to Integrate Internet and TV services in Guest Rooms

RIEO Communications, the leading provider of High Speed Internet Access (HSIA) and Acentic have installed a combined system to integrate TV and Internet services for next generation in-room hotel entertainment, for the first time in the UK at the Courtyard by Marriott, London Gatwick Airport.

Acentic Panorama® Delivers Digital TV to More Than 4000 Hotel Guest Rooms in Europe

The Acentic Panorama® in-room hotel entertainment and information platform has reached a milestone of more than 4000 guest rooms throughout Europe, demonstrating the success and reliability of the platform, as well as its ability to generate up to 30 percent increased revenue for hotels. Acentic Panorama's success is based on delivering perfect picture quality, a unique, user-friendly graphical user interface (GUI) and innovative and comprehensive content choice.

InterContinental Hotels Turns the TV into a Marketing Tool with Acentic

InterContinental Hotels Group (IHG) has selected Acentic as one of its preferred providers for hotels across the UK and Europe. In addition to its entire range of iTV platforms, Acentic will provide media and revenue management consultancy services to ensure that IHG hotels receive the best possible ROI whilst satisfying guests. As the world's largest hotel group by number of rooms, IHG's global brands include more than 620,000 guest rooms at 4,150 hotels. Acentic already provides entertainment services to more than 15,000 IHG hotel rooms across Europe.

Acentic Dominates Hotel In-Room Entertainment Services in Eastern Europe through Localisation

As globalisation affects the hotel industry in Eastern Europe, Acentic has become the number one in-room entertainment provider in the region by enabling hotels to offer a higher level of local service in line with the most stringent standards. With 12 years experience in supplying and supporting iTV systems in Eastern Europe, Acentic's range of platforms are now installed in close to 80 hotels and more than 20,000 guest rooms throughout the region, including Poland, Romania, the Baltics, Ukraine, Russia, Bulgaria, Croatia, Hungary, Turkey and the Czech Republic.

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