

PRESS RELEASE

Revolutionary new AirCast Red Button TV information system launched to Hotels at Hospitality 2011

Hostec pavilion, Stand #345 - 24th January, 2011, NEC Birmingham.

AirCast is a new information system that enables hoteliers to distribute information to their guests via one or more interactive TV channels dedicated to hotel-specific information. **AirCast** works on any coaxial network with the only in-room requirement being an integrated digital television (iDTV), such as those already used to receive Freeview channels in the UK, and so without the need for any card, or set-top box in the room. At its core, the solution is based on MHEG-5; the tried and tested interactive technology used by



broadcasters for services such as BBC Red Button, Teletext and Sky Text on Freeview, which guests are already familiar with.

The system provides a way to reduce costs by removing the need for printed in-room literature, and also to generate additional revenues through engaging promotion of products and services available at the hotel.

Airwave has developed **AirCast** in partnership with Strategy & Technology (S&T), the leading

global supplier of MHEG-5 solutions to major broadcasters worldwide.

As **AirCast** is truly interactive, the guest can quickly and easily access the information they want, when they want. The information that can be made available to guests via the TV is wide-ranging, including live feeds – such as News, Sports and Weather – together with standard hotel information and current promotions.

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The system is available at a much lower cost than any other interactive systems and can be easily retrofitted to any coaxial TV network.

AirCast will be officially launched at Hospitality 2011, Hostec pavilion, NEC Birmingham on the Airwave Stand #345. Hostec is a technology pavilion within Hospitality 2011.

Notes for editors

Airwave Europe Limited is the leading supplier of AV solutions to a wide range of sectors including hospitality, healthcare, leisure, retail and stadia. We have installed or upgraded over 100,000 Digital TVs in 2,700 locations across the UK and Europe.

Airwave partners with industry suppliers to provide a cohesive range of products and services including

- Professional LCD TVs and monitors
- Digital Terrestrial and Satellite Networks (Freeview, Freesat and Sky)
- Digital Signage including local TV infochannels
- IPTV and Interactive Services
- Scheduled and Video on Demand Movies
- Visitor Broadband Access
- Audio systems, iPod docking stations and connectivity products.

Airwave's partners and key suppliers include LG, Philips, Samsung, Sharp, Sky, UIP and S&T.

Strategy & Technology Ltd (S&T) is a UK-based company with additional offices in Louisville, Colorado, USA and Hong Kong. It has been developing and implementing technology based on international standards in digital TV since 1996. S&T is the leading independent company in the industry sector that supports the MHEG-5 interactive TV standard worldwide and is the market leader in the supply of carousel generation, playout and monitoring systems for interactive television. In 2010, S&T was awarded the Queens Award for Enterprise: International Trade. More information can be found at www.s-and-t.com

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