

## AirSign

### Hotel TV – Dedicated In-Room TV Channel

If you've ever wanted a low cost, high quality information system for your hotel, or a way to promote hotel products, services or facilities that generate additional revenue, then look no further...and best of all, Airwave can install this system on your existing aerial network.

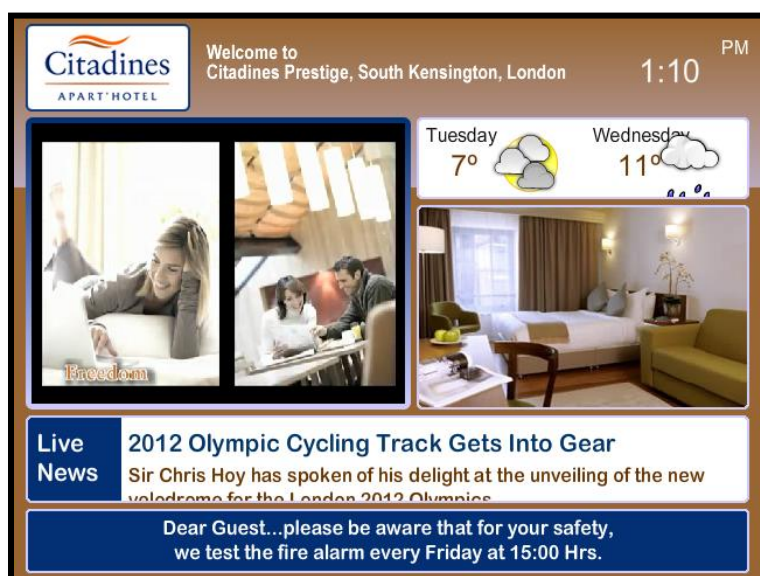
The **AirSign** hotel information channel is broadcast over the Internet and received at your hotel using a specially configured PC player. The player's output is then be converted to a digital or analogue TV signal (much like a satellite channel would be), and this signal is then be distributed to each of the televisions within the hotel.

The televisions will be configured so that they display the Hotel TV channel when powered on by a guest, so as to guarantee that the guest is presented with your own dedicated and branded channel. The guest can then, if they chose, switch to standard TV channels (BBC1, 2, ITV, CH4, etc).

The Hotel TV channel offers useful information, branding and advertising opportunities, and the standard layout can be easily modified to incorporate the hotel's name, logo and colour scheme. Additional designed changes can be made in-conjunction with hotel's management.

The standard template (shown below), consists of:

- Hotel Branding
- On-Screen Clock
- Looping Video Feed
- Regional Weather Outlook
- National News RSS Feed
- Motorway (Main Route) Traffic RSS Feed
- User Definable Graphical Areas (Branding / Advertising)
- Text / Message Area (HQ and Hotel Manager Messages)



The content can be changed from almost any location with Internet access via a password protected web-based control panel, and multi-user access enables authorised users to take ownership of specific areas within the TV channel layout, without having the ability to change any other elements.

The system also uses a simple scheduling structure that makes graphical, text or video elements available depending on a simple set of date/time rules. This can enable elements to be scheduled months or years in advance and ensures that time specific elements, such as special events, offers or promotions are removed when they expire.