

PRESS RELEASE

Hospitality – Interactive TV over WiFi ?

Locatel and Rosari provide high-performance IPTV services over WiFi to the Hotel International & Terminus in Center of Geneva, Switzerland

IPTV, VOD (Video On Demand) and Interactive Rooms Services over WiFi enable rapid installation and high-quality delivery with full range of viewing services

GENÈVE/PARIS, NOVEMBER 2010

Locatel, European leader in HD IPTV solutions for the hotel sector and Rosari, a leading IT services provider specializing in Hospitality Room Entertainment integrations, today announced the availability of their IPTV & VOD services over WiFi at the Hotel International & Terminus in Geneva, Switzerland.

While the Hotel International & Terminus has carefully restored its 19th century building to provide guests with an atmosphere of tradition and luxury, it has also deployed state-of-the-art technologies to ensure the highest quality of service.

As part of its quest for top-of-the-range guest services, the hotel decided to install IPTV and Video on Demand (VOD). To speed deployment, simplify installation and provide maximum flexibility to guests, Hotel International & Terminus decided to deploy the services over its existing WiFi network.

“We chose Locatel and Rosari because of their ability to deliver an advanced, fully integrated solution using WiFi technology,” stated Mr. Olivier Phocas, Hotel Manager of the Hotel International & Terminus. “We were impressed by the high-performance of the solutions and the strength of their expertise in IPTV for the hospitality market. We knew our approach was innovative and we had to be sure that our suppliers could handle such an advanced project. They have met all our expectations.”

“WiFi represents a new approach to delivery of IPTV and VOD services to the hospitality market,” explained Olivier Gippet, International Sales Director at Locatel. “Installation is less invasive, reducing negative effects for our customers and deployment is faster, reducing the time to return on investment for the company.”

“Rapid and simple to install, WiFi enables companies with high numbers of service end-points, such as hotels, to avoid the constraints and complexities of numerous Cable/Adsl network connections,” added Max Rosari, CEO of Rosari IT-Services. “General maintenance costs also tend to be lower because there is less physical infrastructure.”

Hotel International & Terminus guests benefit from the following services:

- Wide range of in-room services such as a welcome message, an information portal, wake-up service, messages from the front desk and invoice on the TV screen;
- Large choice of entertainment services including instant access to hundreds of movies or music clips that can be viewed at any time;
- Access to over 100 TV channels from all over the world including multilingual channels, with the ability to adapt the TV channel lists to customers’ nationalities.

About Hotel International & Terminus

Hotel International & Terminus is a ****SSH Hotel with a capacity of 60 rooms. It is at approximately 80 meters from Geneva's main train station Cornavin, which is the point of departure for trains to and from Geneva airport and exposition centres as well as main city bus lines; 5 blocks from the inter-urban bus depot, 7-8 blocks (5 min. on foot) from Lake Lemman, 15 min. on foot from "Old Geneva", 10-12 min. bus ride to the UN and other International Organizations.

The Hotel International & Terminus building has already passed its century mark but periodic changes, renovations (the last in 2005), maintenance works and other improvements have kept the facilities and services above the required standards determined by the Swiss Hotel Owners Association. For more information, please visit: <http://www.international-terminus.ch/>

About Locatel

On the strength of experience involving over 50,000 rooms equipped with IPTV and 3000 rooms in HD, Locatel is a benchmark on the market for interactive multimedia solutions. Based on this expertise and its know-how of the very latest technologies, Locatel provides service offers and contents that meet your customers’ needs.

- Locatel works in over 60 different countries
- 220 employees
- 100% growth in just 3 years
- Direct presence in France, the United Kingdom, Italy, Nordic countries and UAE
- 39 partners across 59 countries, 250,000 rooms currently under contract

For more information, please visit: www.locatel.com

About Rosari

Rosari IT-Services (RIS) with offices in Geneva, Berne, Nice and Rome provides professional competence in IT Services for different industries and sectors, especially for the “Hospitality” industry like hotels, hospitals and clinics. The rules of business have changed: Success is defined by the ability to get products and services to the market more cost-effectively and efficiently than competitors.

Rosari IT-Services is a specialized supplier of top-class technologies and services for hotels, business centers and special residential projects under the “Swiss Quality” label. The offered technological systems and services bring their operators additional income or significant operational savings.

Rosari provides services to many customers in Europe and Middle East. Building on 25 years experience dedicated to the IT industry, Rosari IT-Services is proud to work with many of Europe’s leading customers and associations as well as suppliers.

Rosari’s core businesses today are: Interactive TV (In-Room entertainment and room control for hospitality), Managed IT Services, (Outsourcing, Security and software integration), Telephony (VoIP and communications solutions), Signage (digital signage and information systems).

For more information please visit: www.rosari.com or www.ristv.com

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