

SOFTWARE MIND IPTV SOLUTION



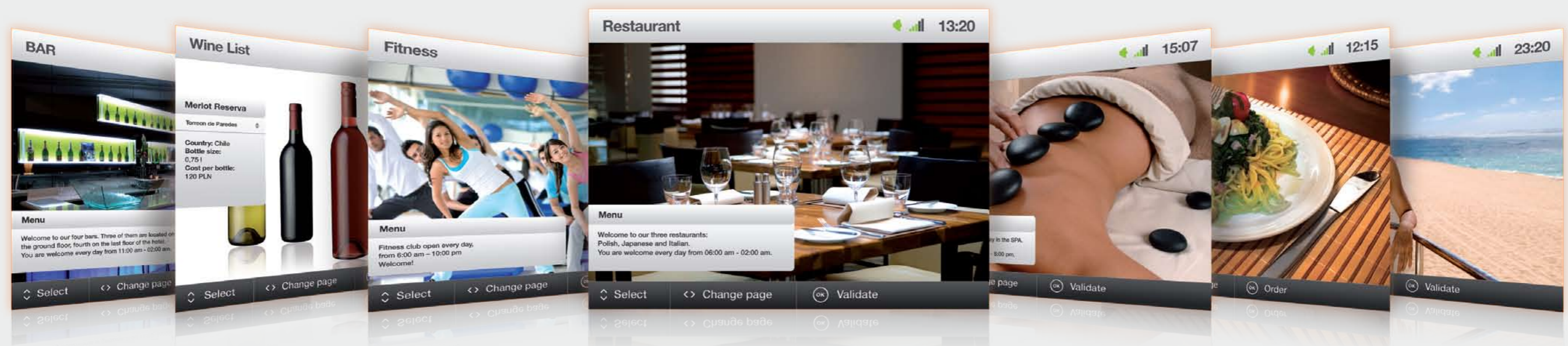
A modern hotel is not only every inch comfortable, elegant and professional, but it also addresses the customers and their expectations. The implementation of the innovative Software Mind IPTV Solution designed for the market of hotels and apartment houses helps to achieve this goal effectively.

Software Mind IPTV Solution is **an integrated entertainment and information system**, allowing hotels to offer **a unique portfolio of dedicated services** for the most demanding customers, and thus, to make extra profit.

The primary task of this solution is to equip a hotel room with **a modern multimedia and user-friendly system**. As part of the solution, high-quality TV (HD) and virtual video rental shop (VoD) is delivered to guests in standard. By implementing the latest technology,

it is possible to **customise the solution to the image and needs of a hotel**, whilst taking care of promotion and brand consistency.

Software Mind Hospitality Suite is an innovative and complete solution designed for a modern hotel. The system was created to ensure the full support of key business processes in the most important areas of activity of individual facilities and networks of small and large hotels.



KEY FEATURES:

- Displaying information about hotel and its offer on television sets in hotel rooms,
- Dynamic development and distribution of information on loyalty programs,
- Development of all kinds of additional services:
 - City information (map)
 - Weather service,
 - Information about cultural events
 - Travel planning service,
 - Transportation services in the city
 - City-oriented communications service
- Keeping track of hotel bill and adjustment of preferences,
- Ordering hotel services through the TV (restaurant menus, wine list),
- Providing a wide range of films in the virtual rental shop (VoD),
- Displaying of announcements, information and advertising.

MAIN ADVANTAGES:

- Consistent promotion of hotel brand
- Profit increase based on the premium services offer
- Customer loyalty level increase through precisely dedicated and personalised services,
- Hotel prestige increase
- Acquisition of new customers and maintaining existing ones,
- Full control over information,
- Support for the development of new business models, with a fast return on investment, owing to dedicated communications.

TECHNOLOGY

The IPTV Solution by Software Mind provides a possibility of integration with external PMS and CRM systems in order to personalise the communications, create an appropriate and tailored offers of additional services adjusted to the needs of the most demanding customers.

The system was designed for the convenience of the end user. An easy-to-use and intuitive selection menu allows it to be used by those who are not familiar with high-tech solutions.

The system allows remote monitoring and management of data transmission, dynamic content management and rapid adjustment of television channels to recipients' needs. System supervision elements ensure high reliability.

END-2-END

The main distinguishing factor is the delivery of a complete end-to-end solution providing all the elements necessary for the proper functioning of the Software Mind IPTV Solution system, including modern TV hardware, consulting services, support in negotiations with content providers and post-implementation support.

Markets we work in



**SOFTWARE MIND
IPTV SOLUTION:**

- Innovative, comprehensive solution designed for modern hotel needs
- Support for key business processes in the most important areas of operation of individual facilities as well as small and large hotel networks
- Reliable and tested way to improve the standard and financial effectiveness of a hotel

**WE SUPPORT THE WORLD OF BUSINESS
BY CREATING INNOVATIVE IT SOLUTIONS**

Software Mind SA is a software house producing and providing software solutions to the global market, offering solutions for the B2B segment in the telco, financial and energy sectors. Software Mind SA plays a major role in the world's market of semantic technologies. Key clients of Software Mind SA include Garlik, GTECH Corporation, Mach, PTC sp. z o.o., Fortis Bank SA, Raiffeisen-Leasing Polska S.A., Bank DnB NORD Polska SA, BillBird SA. The company cooperates with a range of international partners including Microsoft, Oracle, IBM, HP, Kabira, and Ultimius.



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