



Interactive Solutions

Cloud based communications and marketing channel, with branding and revenue generating opportunities.



Casting Solutions

Netflix, HBO, YouTube and much more – all of your favourite content displayed securely on the big screen.



Mobile Applications

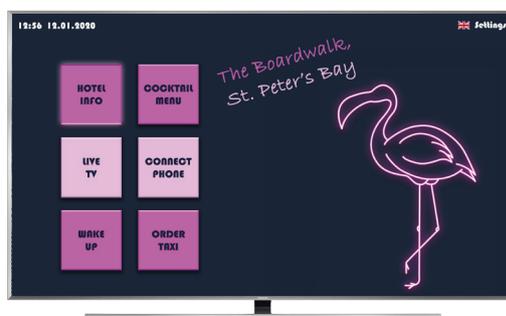
Take interactive services mobile. Offer TV services on smart mobile devices.



Optimise room management via a mobile app, with PMS integration included.

CLOUD SOLUTIONS

MARKET LEADING HOSTED SERVICES. SCALABLE AND ROBUST TO MEET ALL OF YOUR NEEDS.



SMART TV INTEGRATION

Otrum is the segment leader in functionality, stability and ease of use. With smart TV implementations, investment costs can be significantly reduced using existing infrastructure. This flexibility also includes hybrid solutions with mixed infrastructure.

WEB BASED MANAGEMENT

Otrum empowers you and your staff to take full control of the deployed interactive solution. Using web-based editors and content management systems, your in-house monitoring, management and analysis has never been easier.

SCREEN CASTING

Screen casting is easily added to any TV platform. Otrum bases the solution on industry standards, offering users the best possible content streaming experience.

HTML5 DESIGN MEANS WE ARE FLEXIBLE

Built on a HTML5 foundation, Otrum software works across multiple platforms and delivers a seamless user experience across TVs, tablets and smart phones. Powerful tools are provided for branding and customisation, including graphical languages such as Arabic and Russian.

LIFETIME UPDATES

By subscribing to Otrum's suite of software services, continuous updates are guaranteed throughout the lifetime of the solution. Feature enhancements will be deployed to your site, as and when they evolve.

NETWORK OPERATIONS CENTRE (NOC)

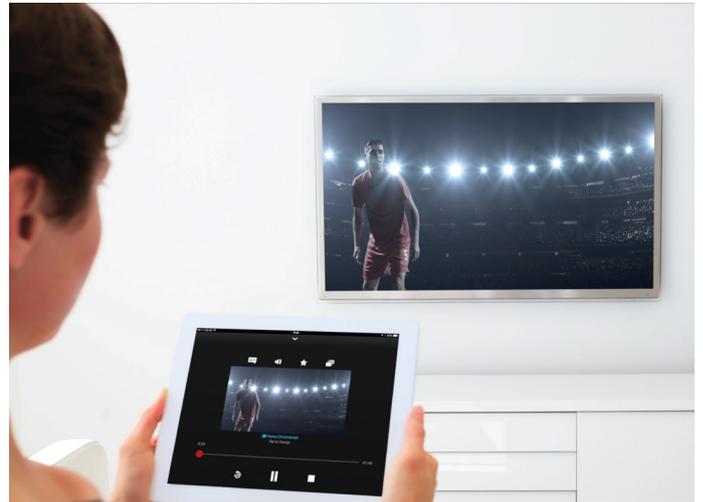
Our skilled team of software engineers remotely monitor and control all Otrum interactive solutions. Should a service need arise, we can address this before you or your users have even noticed. In addition, all systems are backed up to the cloud daily.

OVER 2.5 MILLION OTRUM USERS PER MONTH



SCREEN CASTING

NETFLIX, HBO, YOUTUBE AND MORE – ALL OF YOUR FAVOURITE CONTENT DISPLAYED SECURELY.



CASTING FROM A SMART DEVICE

Today, almost everyone carries a smart device containing their subscriptions to popular content streaming platforms. OtrumCast enables the smart device to easily cast content onto the large in-room screen.

Intuitive onscreen instructions guide the user from start to finish. For security purposes, Otrum utilises secure authentication between the smart device and the TV, this ensures that content is only shown on the desired screen.

OtrumCast can be part of a new solution installation, easily integrated to an existing TV management platform or alternatively added to standalone TVs.



SCREEN CASTING AT A GLANCE

YOUR CONTENT ON THE BIG SCREEN

- + Cast your content to the TV wirelessly.
- + Secure one-step authentication.
- + Works with Android and Apple iOS.
- + Industry standard technology.
- + OtrumCast requires additional in-room hardware.

DAILY USAGE OF SCREEN CASTING **24%**

STOREFRONTS

**REVENUE GENERATION HAS NEVER BEEN EASIER.
UNLIMITED UPSELL OPPORTUNITIES THROUGH
TV AND MOBILE.**



STOREFRONTS AT A GLANCE

SALES OF ANY PRODUCT OR SERVICE

- + Build as many shops as you want.
- + Sell as many products as you want.
- + Shopping carts for large orders.
- + Configurable message delivery per shop.
- + Custom opening hours per shop.
- + Multilingual user interface.
- + Android based management app.

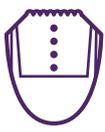
REVENUE GENERATION

By enabling purchases via the in-room TV and mobile platform, you can significantly increase your revenue generation opportunities. Customise your storefronts to maximise online transactions - enable purchases, bookings and orders of any services that you would like to offer.

You can also let your users browse and book additional services such as spa treatments, a table in your restaurant, tee off time at the golf course, reserve a meeting room or simply request a laundry pick-up.

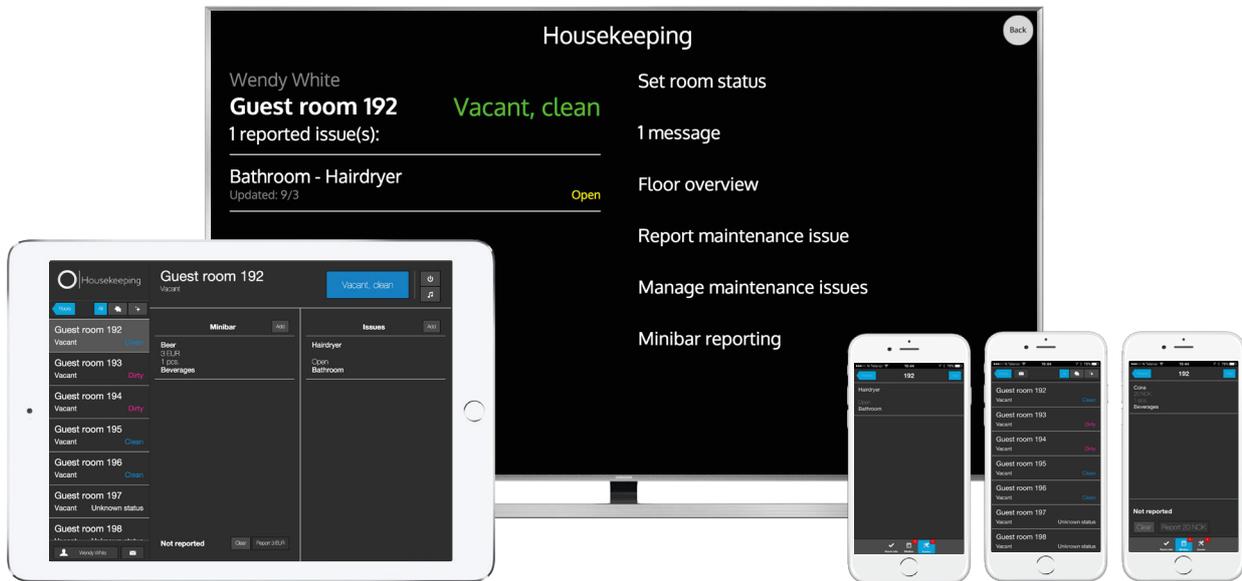
NOTIFY ANYONE IN A WAY THAT WORKS FOR YOU

Notify your staff in whatever way works for you - via the order management app, SMS or email. Staff can enter a personal message which is delivered direct to the user, whilst billing to the PMS is automated.



ROOM MANAGEMENT

OPTIMISE ROOM MANAGEMENT AND ACHIEVE OPERATIONAL EXCELLENCE. WORK SMART.



ROOM MANAGEMENT

Ensure maximum revenue by turning your rooms around more efficiently. Otrum interactive solutions provide staff with access to dedicated tools from any connected device or in-room TV. Room status is reported to the PMS immediately, with cleaned and vacant rooms available for immediate resale.

The same tool has powerful reporting features for room maintenance. Staff can report broken lightbulbs, fixtures and other items, and easily track the repair status. Additionally, you can also use the app to efficiently report minibar consumption, and to produce minibar refill reports.

STAFF MANAGEMENT

Otrum interactive solutions will streamline your daily planning with automated distribution of rooms to available team members. Daily progress tracking ensures all tasks are completed on time.



ROOM MANAGEMENT AT A GLANCE

POWERFUL FEATURES TO GET THE MOST OUT OF YOUR ROOM MANAGEMENT

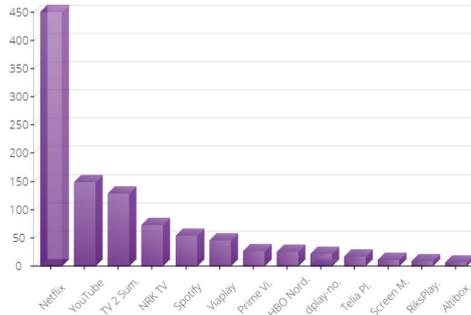
- + Daily automated resource allocation.
- + Faster room turnaround.
- + Reporting of room status.
- + PMS integration.
- + Accessed through the in-room TV or via a smart device.
- + Powerful maintenance reporting tool.
- + Automated e-mail and SMS alerts for maintenance staff.



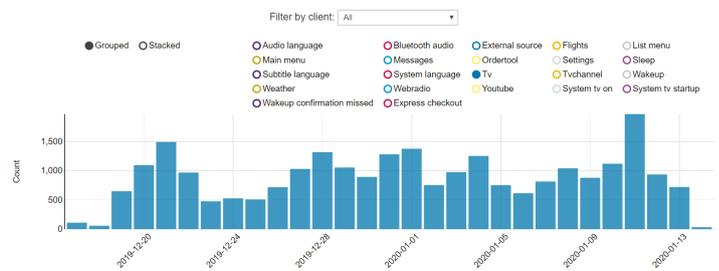
ANALYTICS

CUT COSTS BY ALIGNING SERVICES WITH REAL NEEDS. FACT BASED DECISION MAKING.

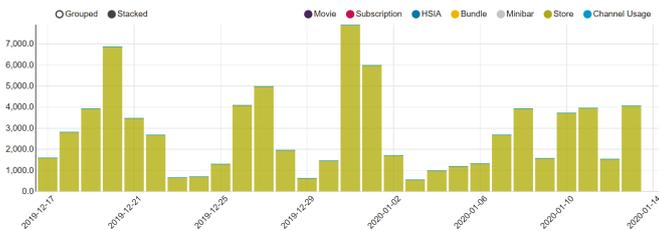
OtrumCast App consumption (in hours)



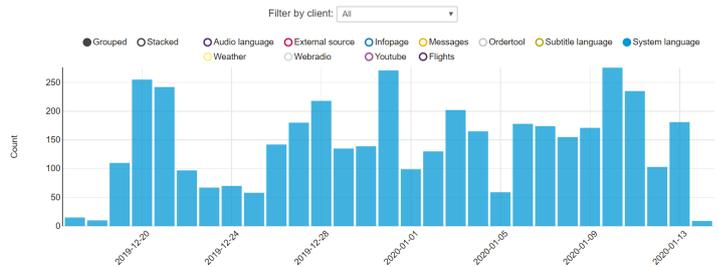
Navigated Services



Revenue per Product Type



Activated Services



STATISTICS FROM EVERY ROOM

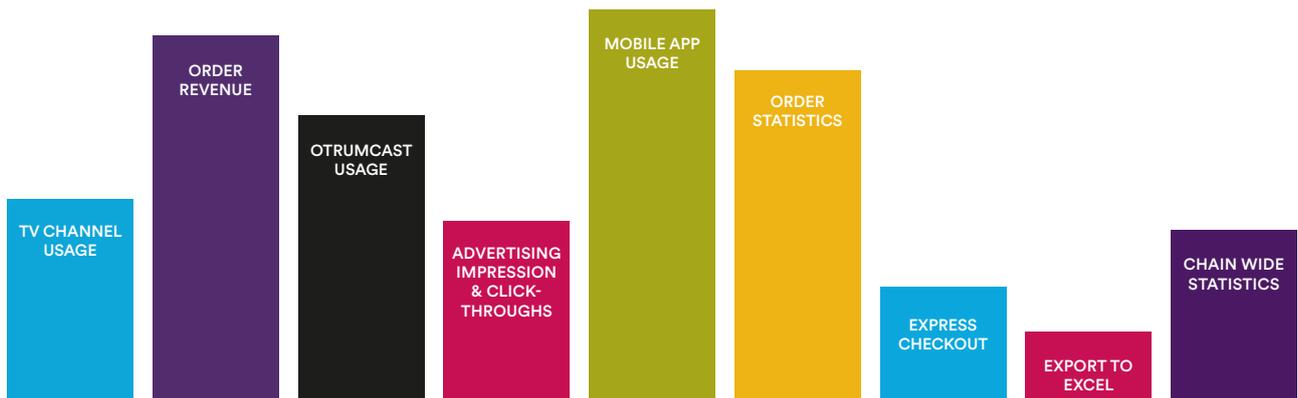
The statistics application provides insight into how Otrum interactive solutions are being used. Learn more about user engagement and optimise your platform to meet your specific user needs.

Otrum utilises the cloud to gather and analyse this large dataset. As this data analysis is hosted centrally, you can access and view all live data and historical reports through a web browser.

OPTIMISE YOUR SPENDING

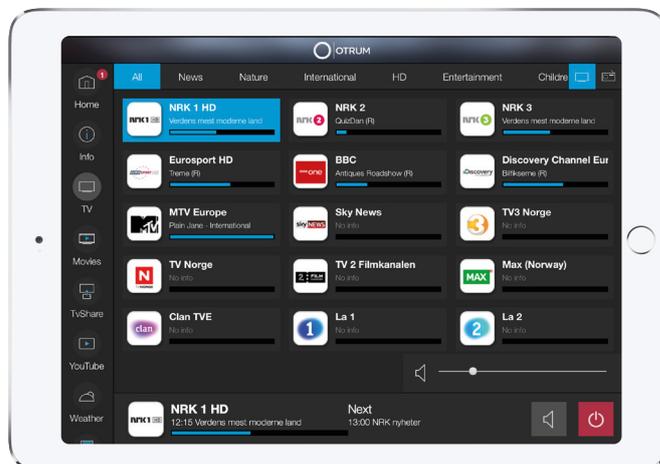
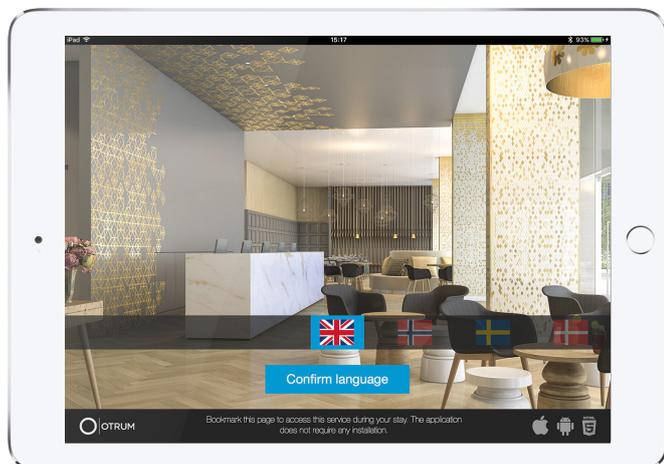
Using Otrum's data analysis tools you can clearly see which services are being used, and what revenue they generate. TV channels are still popular – but why pay for those TV channels that are not being watched? Eliminate wasted spending, allowing you to invest in other areas.

Rollout popular services to more rooms. If you can see that e.g. OtrumCast is well used in your business rooms, improve user satisfaction by offering it throughout the property.



MOBILE APP

TAKE ALL SERVICES MOBILE. ALLOW SMART DEVICES TO ACCESS YOUR INTERACTIVE OFFERING.



SECOND SCREEN EXPERIENCE

Everyone wants more; more gadgets, more technology and more content. Harness the power of the technology that they bring with them and allow them to use their own smart devices to interact with your services.

Your rooms get a true second screen experience, with the possibility to view live TV on a tablet or smart phone - perfect for keeping all audiences entertained.

Smart devices have full access to a range of applications, including an overview of TV channels, movies, messages, news, flights and weather.

Use the mobile app to promote your services and facilities, even ahead of arrival.

ELECTRONIC PROGRAMME GUIDE

The fully featured EPG lets the user sort, browse and control TV channels in their room. The EPG shows what is currently playing, as well as what is coming up next.

The mobile app functions as a feature rich remote control, with visual TV channel navigation and volume control.

MOBILE APP AT A GLANCE

FULL REMOTE CONTROL

- + Channel list with full live programme guide.
- + Easy browsing of large TV channel lists.
- + Movie list with synopsis.
- + Use of a mobile device keyboard for text input.

SIMPLE ORDERING

- + Browse all items in the storefront.
- + Add custom requests.

MESSAGE CENTRE

- + Communicate directly to smart devices.
- + Group messages supported.

PHOTOS ON THE BIG SCREEN

- + Camera roll casting to the in-room TV.

INFORMATION PAGES

- + All the information from the Otrum interactive solution.
- + Multilingual user interface.

OTRUM SOFTWARE

 WAKE UP & WELCOME <p>Personal onscreen welcome message. Wake up / group wake up including local weather forecast and news headlines.</p>	 MOBILE APP <p>Replicate interactive services on the users own smart phone or tablet. Full TV remote control and keyboard. Share the mobile camera roll on the in-room TV.</p>
 MESSAGES <p>Communicate individually, to defined groups or to all rooms.</p>	 INTERNET VIDEO & OTT <p>Search and playback YouTube and Vimeo. Launch native TV apps. Internet TV. Link to web pages and video content.</p>
 URGENT MESSAGE <p>Urgent message option will force all TVs to power on and display your urgent message e.g. fire alarm.</p>	 SCREEN CASTING <p>Cast content from a smart device to the TV. Apple iOS and Android compatible. Supporting copy protected (DRM) content.</p>
 STOREFRONTS <p>Sell, book, offer and promote almost anything, e.g. in-room dining, late checkout, table reservation, housekeeping, pillow menu, etc.</p>	 DIGITAL ON DEMAND <p>VOD movies for in-room playback. Play, pause, fast forward and rewind. DRM supported for the latest Hollywood titles. Charging opportunities for premium TV channels.</p>
 VIEW BILL & EXPRESS CHECKOUT <p>Display all room charges on screen for verification. Initiate Express Checkout request to the PMS.</p>	 CHANNEL SORTING & EPG <p>Sorting of TV channels via the PMS, by language or genre etc. Electronic Programme Guide for live TV channels. Multi-day EPG (as an option). API integration for Sky Bright Box.</p>
 CLOUD FEEDS <p>Live data feeds e.g. weather forecast, flight arrivals/departures, world news etc. Live streaming of Internet radio.</p>	 ROOM MANAGEMENT <p>Staff login to report room faults, room status and minibar consumption. PMS integration – vacant rooms lists. Staff messaging for urgent room requests. Turndown message service.</p>
 CONTENT MANAGEMENT (CMS) <p>Customised menus and branding. Web based information page editor. Branded adverts and promotional spots. Menu adjustment to fit room type or service level.</p>	 ANALYTICS <p>Gain insights into user behaviour and system usage. Tailor TV channels and services to fit usage patterns.</p>
 TV MAINTENANCE & MANAGEMENT <p>Check the settings and status of all TVs. Push settings to screens. Control all parameters remotely.</p>	 OTRUM INTERACTIVE SOLUTIONS FEATURE OVERVIEW

