

## Acentic's Football World Championship offer goes through to the final round!

With its exclusive offer for the sports highlight of this year, Acentic is turning the public areas and bars of hotels into an attractive meeting point – and not just for soccer enthusiasts!

Presenting the 2006 Football World Championship in an excellent picture quality, the LCD screens with their state-of-the-art design will make the hotel bar a hotspot for the guests. With this eye-catching system for first-class guest entertainment, Acentic taps completely new potentials for its customers to boost their sales in the food and beverage area: the Acentic Football World Cup offer with its 32" LCD screens brings a stylish setting into the public areas and makes the bar an attractive location for customers. Frank Hoerl, General Manager Hilton Cologne, is convinced: "Since the installation of the LCD screens there has been a rise in food and beverage revenue especially when showing football matches."

For more information please contact us: [info@acentic.com](mailto:info@acentic.com)



## Imprint

**Acentic GmbH**  
 Maria Grazia Jansen  
 Max-Planck-Straße 38  
 D-50858 Köln

Tel.: +49 (0) 22 34 / 215-127  
 Fax: +49 (0) 22 34 / 215-111  
 E-Mail: [info@acentic.com](mailto:info@acentic.com)  
[www.acentic.com](http://www.acentic.com)

Chief Executive Officer:  
 Alistair R. B. Forbes

For the Acentic newsletter via e-mail  
 you can register at [www.acentic.com](http://www.acentic.com).

**Text, Design, Layout:**  
 Jeschenko MedienAgentur Köln GmbH  
[www.jeschenko.de](http://www.jeschenko.de)

## Football's coming!

This year's mega-event - the 2006 Football World Championship - will surely profit one branch in particular: the hotel sector. Germany is looking forward to welcoming some three million soccer fans, about one million of whom will be coming from abroad. Hoteliers are forecasting some 5.5 million<sup>\*1</sup> additional overnight bookings. This means a revenue potential in the area of 500 million euros<sup>\*2</sup>. Experts estimate that the hotels will surpass their average annual bed-capacity rate by about five percent<sup>\*3</sup>. The job market will also profit from this major sports event: general estimates forecast that some 50,000 to 100,000 new, short-term jobs will be generated, about 20,000 to 30,000 of which will be accounted for by the hotel and accommodation sector.<sup>\*4</sup>



## Editorial

by Alistair R. B. Forbes, CEO

### Technology - Who Cares?

I recently visited the International Hotel Investment Forum in Berlin and attended a session on "In-room Technology".

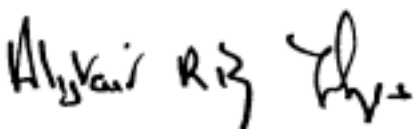
There was the usual interesting discussion attempting to predict the future. So HSPA, IPTV, DVB and other such technologies were all rigorously discussed.

However, whilst staying in the hotel, I couldn't help myself from sampling the existing "In-room" technology, which albeit a bit dated, worked fine. I then met with a member of the hotel's management and asked him for the guest nationalities of the previous evening. Staying in the hotel were 214 British, 130 German speaking, 80 Eastern Europeans, 38 Americans, 18 Italians, 14 Spanish, 22 French, 18 from the Nordic countries and the balance were from Asia and South America.

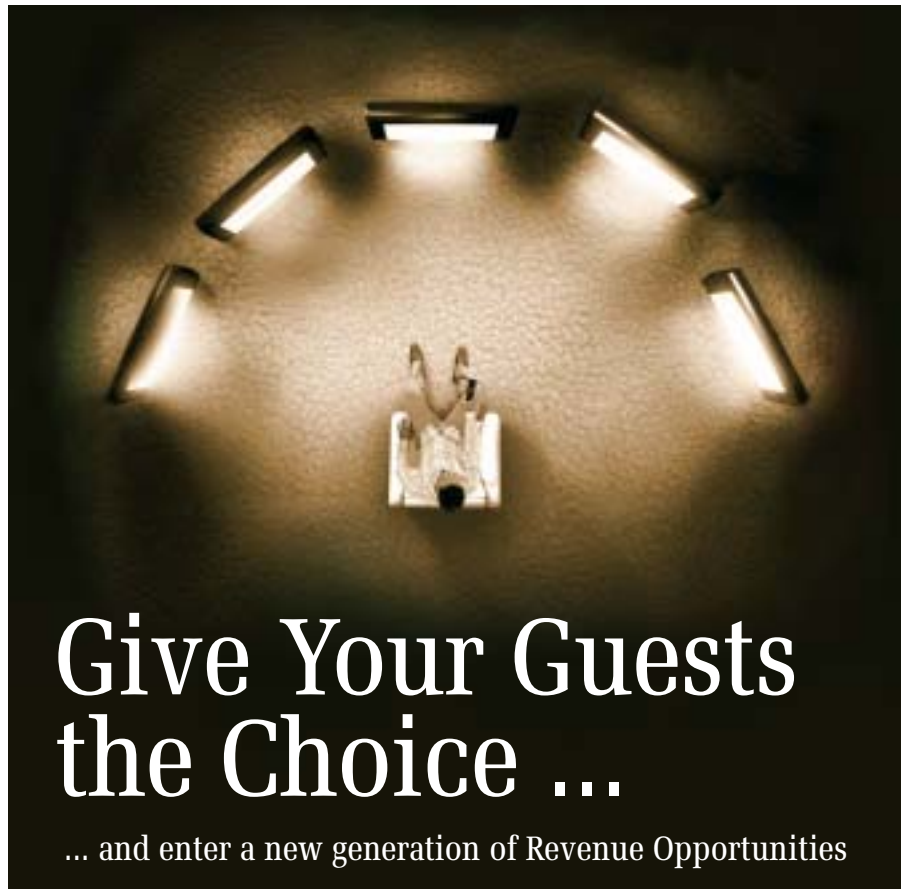
So I ask you - why, of the 52 channels available on the TV, were 49 of them local language complemented by CNN and BBC World?

We can talk all we want about IPTV or DVB, but if it's only going to deliver hundreds more channels and services inappropriate to the guests-mix, we are all wasting our time.

Regards



Alistair R. B. Forbes, CEO



## Give Your Guests the Choice ...

... and enter a new generation of Revenue Opportunities

**"With a high percentage of my guests being international, Satellite on Demand is a must have product giving advantage in service-competition."**

Wolfgang Gros, General Manager Cologne Marriott Hotel



Satellite on Demand

Acentic provides two new iTV solutions to you that ...

- meet all of your guests' expectations
- differentiate your hotel in a highly competitive market
- increase your revenue



MovieMachine™

**Satellite on Demand:**

Hundreds of TV channels make every guest feel at home

**MovieMachine™:**

Up to 250 Movies on Demand available at the touch of a button



## Acentic's Satellite on Demand at the Marriott Hotel !



Wolfgang Gros, General Manager of the Cologne Marriott Hotel

The Cologne Marriott Hotel, which opened in January 2006, has right from the start opted for Acentic's iTV system and is the first hotel in Germany to have chosen Acentic's new Satellite on Demand system, a state-of-the-art entertainment solution. The guests of this first-class hotel, which is located in the very middle of the vivacious Rhine city, can now enjoy selecting from more than 400 international TV programmes.

### Wide entertainment choice for a satisfied guest

Thanks to Acentic's satellite-broadcast iTV system, guests from all over the world can feel at home with their favourite TV programmes. "With the choices offered by Satellite on Demand we can satisfy the requirements of our international customers to an even better degree", says Wolfgang Gros, General Manager of the Cologne Marriott Hotel. Based on the hotel's guest mix, Acentic compiles a selection of TV-satellite programmes that matches the guests' cultural and language needs. The result:

a further enhancement of the guests' satisfaction and hence potential for a substantial increase in entertainment revenues! For the hotel staff the handling couldn't be easier: just one press of a button and the staff can update the TV channels. In this way, hotels fitted with the Satellite on Demand system can swiftly adapt to the mix of nationalities of their guests and offer them a service of the extra-special kind.

### Films in excellent quality thanks to digital transmission

In addition to the advantages provided by this brand-new product, guests of the Cologne Marriott Hotel can also view current blockbuster films in excellent quality, since these are digitally transmitted via satellite and the easy-to-use interface on the TV screen makes it easy to select the chosen movie. The benefit to the hotelier: the user interface of the TV screen can be individually customised to match the look and feel of the hotel.

## Key Benefits

### Hoteliers

- Deliver unparalleled TV channel choice
- Enabling an immediate reprogramming of the channels adapted to guests' nationality mix
- Innovative and easy-to-use interface
- Increased guest satisfaction

### Guests

- Allows guests to access the satellite channel of their choice
- Easy-to-use on-screen channel guide
- Easy channel selection

## Juan Aguirre is Acentic's new Director of Sales International Accounts



Juan Aguirre, formerly Product Manager at Acentic, has been appointed Director of Sales International Accounts. In this position he is responsible for the company's business relations with all leading global hotel chains. "Hotel TV is a special service for the hotel guest and enhances the efficiency of the

hotels. In keeping with Acentic's service philosophy, we wish to offer hotel chains that lead the field worldwide, solutions that are tailored to their particular needs and those of their guests", the French-born director says.

### Passionate about the hotel industry

The hotel industry is increasingly driven by large international accounts which provide a unique quality guest experience throughout their establishments where ever they may be. Guest loyalty can only be retained by providing high levels of service throughout. "My goals this year include, not only an increase in installations with our international hotel chains, but more importantly full customer satisfaction by leveraging the entire Acentic organisation, to provide international hotel brands with the necessary tools, innovation and support for a high quality in-room experience that fully relays the unique values of each international chain", Juan Aguirre says.

Passionate about the hotel industry with a strong interactive TV and Telecom background, Juan Aguirre has been employed at Acentic since the beginning of 2005. He holds, among other qualifications, a master's degree in economics and post graduate diplomas in macro and industrial economics.

## Acentic system upgrade "D<sup>3</sup>" with resounding success



Leading hotel chains such as the Steigenberger/Intercity Hotel Group recommend that hotels with Acentic systems installed should take advantage of the "digital movie solution

D<sup>3</sup>" (digital dynamic delivery) upgrade. 21 hotels of Arcadia Hotels & Management GmbH, a Accor/Mercure Franchise Group, have also decided to convert their systems.

Old video player components are replaced by the new digital server system. The first results show not only greatly enhanced picture quality, but also significant usage uptake and average revenue increases of 11%. The Quality Hotel & Suites Berlin City-East was able to increase sales by 58% compared to the previous year. In 26 hotels of the Hospitality Alliance AG with Ramada Hotels in Germany and Switzerland the entertainment and information content will be delivered digitally by satellite transmission.

### Acentic competition: Thomas Faselow won a trip to London

As a special present for their clients Acentic held a competition regarding D<sup>3</sup>. Thomas Faselow, Managing Director of the ANDERSEN HOTEL Remscheider Hof in Germany, won a flight to London and two tickets for a film premiere of his choice. Congratulations!

