

Editorial

by Alistair R. B. Forbes, CEO

So why "Panorama"?

I've always said it is unlikely that Acentic will be first to market with stuff. That is not to say that we don't think up wacky things! The hotel room is not a laboratory and products and services should only be brought to market when they are technically robust and relevant.

But now we think it's time to offer our clients a new and seminal technology in the field of iTV systems.

Digital broadcasting has begun in Europe albeit slowly, and high definition TV is on the horizon (distant horizon that is), so I am proud to launch our fully digital and HD ready platform, „Acentic Panorama“.

"So where did the name come from?, I hear you ask." An all employee competition to come up with a name is the answer. However, the word itself has real relevance. Greek in origin, the word "Panorama" means "an unobstructed and wide view of an extensive area in all directions"... Perfect!

Another company recently launched its new product called "Vista", the dictionary definition of which is "A view seen through a long narrow passage". This comparison in mind, I am very glad that we involved our employees in finding a product name!

A fine summer season to you all!



Alistair R. B. Forbes, CEO



Successful "Acentic Panorama" launch in Dubai

There was a burst of activity on the Acentic stand at the Hotel Show in Dubai because the leading supplier of digital hotel iTV systems launched its "Acentic Panorama" platform. Now, Acentic is provider of a full digital HD ready solution for leading hotels.

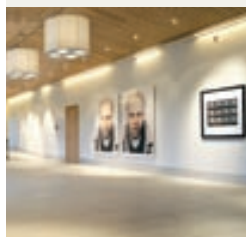
Read more about Acentic Panorama and the Hotel Show in Dubai on page 2.



Why "Acentic Panorama"?

Why has Acentic launched a high end platform as "Acentic Panorama"? Does this mean the end of the "Vision" era? Günter Krebs, Head of Research and Development, and Juan Aguirre, Director of Sales International Accounts provided us with the answers.

Turn to page 3 to read the complete interview.



Acentic wins Tylösand Sweden as new client

The award-winning Tylösand spa and conference hotel in Sweden recently decided to install Acentic's latest digital in-room entertainment system.

Turn to page 4 to find out why Tylösand chose to team up with Acentic.



“Acentic Panorama” premiere brings innovation to Dubai

Acentic launches its new high end platform

Acentic’s participation at the Dubai Hotel Show was an outstanding success. That’s because the company presented its new, innovative and sustainable digital high end platform for upmarket hotels, “Acentic Panorama”. This system is a full digital platform that currently satisfies all HDTV technical requirements. It extends the individual iTV system solution provider’s product portfolio and gives hoteliers an easy upgrade to the new HDTV standard.



“Acentic Panorama” was presented in Dubai

Acentic’s product range

“Acentic Panorama”

E-2-E high end in-room entertainment and communication platform using DVB standards.

“Vision 400”

Platform for interactive and digital entertainment and communication between guests and hotel available in 3 versions in different price categories that differ in terms of function.

D³ (Digital Dynamic Delivery)

Cost-efficient digital pay TV upgrade for analogue in-room TV solutions.

LCDs

Acentic offers various financing options that take guest usage and the hotel’s cash flow situation into consideration.

The new system was showcased to fair visitors in a high-impact way. “Acentic Panorama” was connected up to a live weather channel and a digital broadcast channel. The programmes were displayed directly on the TV screen in real time. This presentation concept attracted a great many visitors to Acentic’s stand at the Hotel Show. Other “Acentic Pano-

rama” highlights at the stand were the huge choice of up to 400 digital channels and the internet connection. Visitors from the Middle East countries that the Hotel Show targets were able to get a close-up experience of the new Acentic system. “The show was a big success and it gave us the opportunity to start gathering contact data on key potential cus-

“Acentic Panorama”, the new last mile digital solution

„Acentic Panorama“ - the high end in-room entertainment and communication platform - is a future-proof investment for hoteliers delivering an outstanding viewing experience to hotel guests. This innovative new system is already HD compatible, so it won’t be necessary to install a new network or deal with bandwidth problems.

The advantages of “Acentic Panorama”

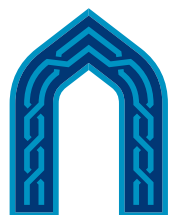
- It delivers hundreds of concurrent TV channels

- 3 GB/s bandwidth ~ 250 HD channels
- Excellent quality, crystal clear images
- Based on the DVB-C standard, it uses the existing coaxial networks in each room, so there are no new installation requirements
- Even greater security because all content, user interfaces and user data in the system and TV are encrypted
- Bandwidth available for IP applications such as HSIA and VOIP

“Fantastic digital quality”

Günter Krebs and Juan Aguirre on Acentic's new high-end product “Acentic Panorama”

tomers,” said Alistair Forbes, CEO Acentic. “Visitors experienced the enhanced quality of digital programmes first hand, and they were able to appreciate the wide range of special features that the system offers hotels and their guests.”



THE
HOTEL
SHOW
DUBAI U.A.E

The emergence of a strong digital TV trend in response to guest demand was clearly evident at the Dubai Hotel Show. “Acentic’s Panorama” is an innovative product that delivers precisely what an international public expects from up-market hotels: a HDTV system that delivers crystal clear images. “Many hotel providers have already responded to this development and are replacing their systems,” said Forbes. “We are HD ready and we can guarantee the prompt delivery of “Acentic Panorama” in accordance with customer demand. “Acentic Panorama” is a future-proof solution for our customers.”

Mr Krebs, Mr Aguirre, why has Acentic expanded its range of products with “Acentic Panorama”? Has the “Vision” series outrun its course?

Aguirre: No, not at all. “Vision” is still the right product for the majority of hotels, and this will continue to be the case for many years. “Acentic Panorama” was specially developed for five-star hotels with an international clientele. These hotels must offer a first-class service, and this includes in-room entertainment solutions. “Acentic Panorama” offers guests an incomparable range of on-demand entertainment options, hundreds of TV channels – and all in fantastic digital quality.

Krebs: In technical terms we regard a hotel with its many rooms as a small cable island. “Acentic Panorama” is a high-end product that converts digital content – from satellites, cable networks, terrestrial sources or IP streams – into DVB-C and then transmits it to the LCD TV set in the hotel room. DVB-C is a proven standard, we have no problems with bandwidth and, ultimately, we offer the hotels a smooth transition into the upcoming HDTV age.



Günter Krebs,
Head of Research
and Development

What improvements do hotel guests notice?

Krebs: They can enjoy the latest blockbuster movies in crystal-clear quality and they get a choice of hundreds of TV channels. Our new

dynamic interface (GUI) makes this choice easier to make than ever before and, of course, the interface can be developed in the hotel’s own specific corporate design.

And the hotelier?

Aguirre: All guests switch on the TV set at some time during their stay, so it’s important that the TV set reflects the hotel’s own standards. It functions as a window through which the hotel can address its guests. “Acentic Panorama” not only delivers great image quality, it also provides the hotelier with a tool that he can use to boost turnover and transport the hotel’s brand image right into the hotel room.

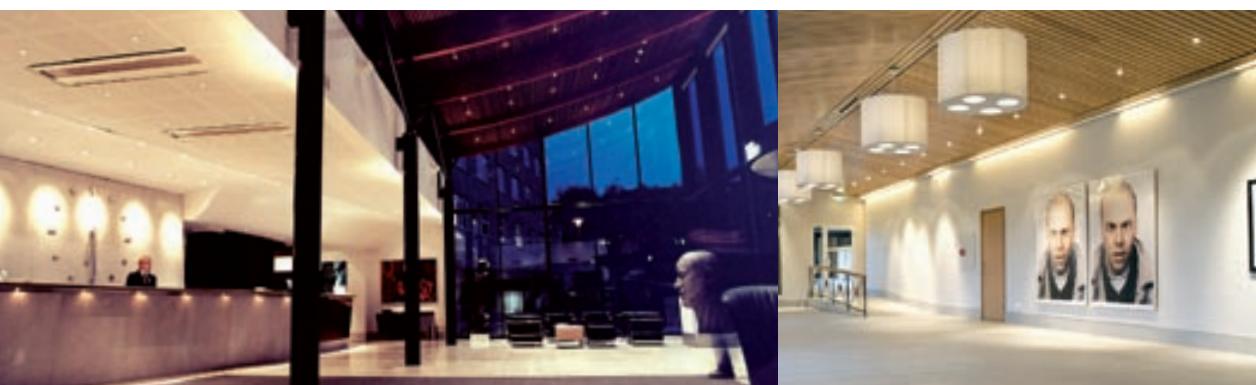
Krebs: The DVB-C standard optimises the possibilities offered by existing coaxial networks, since this is a perfect way of solving the bandwidth problem. For instance, the hotelier can offer his international clientele TV channels from their own countries without having to make major investments in new networks – because the Acentic system incorporates already all the necessary technology. It also goes without saying that “Acentic Panorama” enhances the time-proven services provided by “Vision 400”.



Juan Aguirre,
Director of Sales
International Accounts

“Always one step ahead”

The Tylösand Hotel in Sweden opted for Acentic so that it could offer guests an unforgettable hotel experience



Tylösand is an award-winning Swedish spa and conference hotel

a luxurious spa with 21 treatment rooms and an exclusive restaurant.

Tylösand will be supported by BMB Scandinavia AB, Acentic's certified partner in Scandinavia, which is delighted to have this new customer: "Tylösand is one of

The Tylösand Hotel in Sweden knows that satisfied customers are the key to a successful business. This knowledge is the principle that guides the hotel's owners, Per Gessle and Björn Nordstrand, and it is the reason why they always choose partners who deliver excellent quality. It's also why they teamed up with Acentic, supplier of digital hotel iTV systems that satisfy all guest entertainment and information requirements.

"We were looking for a user-friendly system that enables us to customise the information to our guests' needs. We chose the Acentic iTV system as our new communication and entertainment tool because we are convinced it is the right choice and that it will make our guests

feel more comfortable," said Henrik Ekström, the hotel's IT Manager. "The exclusive Acentic "Vision 400" with its customised GUI (Graphical User Interface) is the perfect tool for us to unobtrusively enhance guest relations and provide information about the hotel's services and leisure facilities, including the latest blockbuster films, to our guests."

The Tylösand Hotel is the latest addition to Acentic's base of major hotel customers. Acentic and the Tylösand Hotel have one very important thing in common: both make continuous investments to ensure that they stay one step ahead of the competition. Tylösand is an award-winning Swedish spa and conference hotel with 225 rooms, a congress centre for 700 delegates,

Sweden's most prestigious hotels and we're looking forward to supporting this key customer," explained Per Magnusson, General Manager of BMB.

Imprint

Acentic Limited

The Old Granary, The Lynch
Kensworth, Bedfordshire
LU6 3QZ
UK

Contact

Tel.: +44 1582 / 871 780
Fax: +44 1582 / 871 799
E-Mail: info@acentic.com
www.acentic.com

Chief Executive Officer

Alistair R. B. Forbes
You can subscribe to the electronic
version of the Acentic newsletter at
www.acentic.com

Text

cayenne pr, Düsseldorf

Layout

Department Digital, Bonn