

HOTstream® suite advantages



ISSUE-FREE IMPLEMENTATION

MCOM was the first to introduce MPEG-4 IP based systems to the hospitality sector and has been exclusively installing only MPEG-4 IP systems since 2004. Moreover, our High Definition In-Room Entertainment technology is already tested and proven issue-free in all installations after 2009. This reduces significantly the risk from installing HD technology that has not been tested on the field in a number of installations.

In parallel, MCOM's deep knowledge of IP technology allows us to handle successfully projects with high degree of complexity, such as installations to provide true digital IP entertainment to hotels that do not have structured cabling network (fiber optics or UTP). Even in the case where the only available network is an over 30-year old coaxial network, HOTstream is installed without any limitations. MCOM's proven experience led CISCO to create a global case study for a state-of-the-art solution using CISCO IP over Coax network equipment and HOTstream suite.

MCOM has also demonstrated a unique ability to plan and execute very complicated and challenging IPTV and Digital Signage projects. IPTV and Digital Signage are rather new solutions in the hospitality sector, so to combine them successfully with In-Room Entertainment needs careful attention.

Today although the hotels are willing to join IPTV technology and abandon completely coax and SMATV infrastructures, issue-free IPTV implementations are not yet a commodity. MCOM was selected as the vendor for one of the most demanding IPTV projects in the industry: the High Definition IPTV platform for the Winter Olympic Games 2010 in Vancouver.

Similarly Digital Signage has entered the hospitality industry typically with small installations of 2 to 10 monitors. When a hotel is willing to install a rather large network of signage monitors (30-50) that are managed centrally and there is a need for more complicated on-line applications and template designs, typical Digital Signage hospitality solutions are not sufficient. MCOM has demonstrated experience in dealing with large and complicated Digital Signage implementations such as the Athens International Airport with hundreds of monitors and interfaces to tens of special purpose systems.

COST EFFECTIVENESS

We are proposing to hotels and resorts our leading Interactive TV suite HOTstream which includes In-Room Entertainment and Video On Demand together with the full version of our HOTstream IPTV, HSIA and Digital Signage for hotel public areas.

HOTstream VOD content services are characterized by a very flexible financial model, allowing hotels to choose the best match for their business model. To evaluate accurately VOD content costs, a hotel should take into account how appealing the content is, the service packaging and the user interface. Our track record on these parameters bring us at the top of the industry with recorded buy rates for VOD movies and iTV packages reaching 17%, without counting HSIA orders.

In the system and services pricing we include all the costs related to the processing of hotel content and its placement to the related sections of the Interactive TV user interface (hotel promotions, guest services). There are no hidden costs in the implementation phase.

We always include 1:1 server redundancy and 3% spare STBs. The system is designed to operate without extra hardware costs, leading to an overall cost effectiveness.

ABILITY TO PROVIDE STRATEGIC COMMUNICATION FEATURES

We are proposing to hotels and resorts our Platinum Software Upgrades and new functionality program that offers continuous upgrades to all new software versions and patches. The architecture of the platform is web-based and the same is the user interface. This allows for upgrades and customizations to be easily installed only server-side without the need for on-site STB upgrade or the need for change in any in-room hardware, keeping HOTstream always up-to-date and avoiding hotel's lock-up to technologies that easily become obsolete.

Our history of innovations is based on our strategy to listen to our major hospitality clients and customize our solutions to their requirements. MCOM has the ability and continuous commitment to customize our proposed solution to hotel's specific requirements, before and during the service operation, in order to create a successful partnership. MCOM is committed to support each hotel's business plan specific requirements.

MCOM'S PEDIGREE

MCOM was founded by entrepreneurs with expertise in technology and business development in digital media. During its 15 years of business history, MCOM created a specialized and innovative group of engineers, researchers and designers, focused in the application of advanced technologies in the design, development and operation of in-room entertainment IP systems and grew its operations to many countries in EMEA through a network of partners. Five star hotel owners and chains that select MCOM, select at the same time a technology and content partner that can help them meet the growing needs of the demanding and exceptional guest for in-room infotainment.

Why select MCOM

Continuous development of next generation in-room technologies to better meet the needs of the global hotel community

Excellence in customer support and servicing the customer's needs

Innovations and flexibility in content services and business models that lead to increasing revenues

Financially secure company

www.hotstream.eu



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