

A new project for MCOM 's HOTstream™ Interactive TV & IPTV in Saudi Arabia

Athens, May 2009. Elaf Group of Companies, one of the 100 bigger companies of Saudi Arabia, has chosen MCOM 's HOTstream Interactive TV & IPTV to offer luxury entertainment services at the new Elaf Jeddah Hotel, Red Sea Mall.

By using the user-friendly and multilingual menus of HOTstream platform, the guests of Elaf Hotel Jeddah, Red Sea Mall have the opportunity to enjoy a bouquet of hotel entertainment and information services. HOTstream Interactive TV & IPTV fully supports the Arabic language allowing all the guests of the hotel to enjoy the HOTstream services in their own language.

For the distribution of the hotel's satellite channels Elaf selected HOTstream IPTV solution which utilizes the existing IP network. With this solution the hotel does not need a traditional reception and distribution SMATV headend, neither a coax network (RF). Besides the significant financial benefit, with HOTstream IPTV, Elaf Hotel Jeddah, Red Sea Mall can provide to every room unlimited number of channels with high image quality.

The CEO of Media Communications SA, Mr. Costas Sakellariou, notes «our cooperation with Elaf Group of Companies introduces the successful launch of Media Communications SA in one of the most important markets in Middle East. The selection of HOTstream by a large group of companies in the very demanding market of Saudi Arabia honors us and fills us with optimism for our successful development plan in the foreign markets ».

About Elaf Hotel Jeddah, Red Sea Mall

ELAF Group of Companies for Travel, Tourism and Hotels is a fast growing company in the hospitality sector of the Middle East. The group's activities include hotels, travel and tourism services, equipment provision services for the hospitality sector and many more.

About Media Communications SA (MCOM)

Media Communications SA (www.mcoms.com), is one of the leading and highly specialized companies in the Europe, offering innovative services and solutions for creation, management and distribution of audiovisual content through IP networks. MCOM 's product portfolio included **HOTstream**, one of the most advanced and innovative in-room information and entertainment platform for hotels. HOTstream's extensive service list includes Interactive Pay TV services, Video on Demand, Internet, email and instant messenger services on TV, high speed internet on laptop, plus new hotel Interactive TV services. MCOM has also designed and developed **MEDIAstream**, an advanced platform for IPTV, Video on Demand and online movie rental services for telecom operators and internet service providers. The solution can deliver audiovisual content to a range of devices (TVs, PCs, PDAs, mobile phones), through any IP network infrastructure (xDSL, FTTx, cable, satellite, wireless, LAN).



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