

Transforming entertainment

With home multimedia equipment reaching new levels of sophistication, hoteliers have to pull out all the stops if their in-room entertainment systems are to remain impressive. **Nonius** CEO António Silva tells *Hotel Management International* how integrated, interactive IPTV platforms can fulfil customer requirements while positioning hotels on the cutting edge of technology.

HMI: To what extent does the hotel industry recognise the added value to be had from integrated entertainment platforms?

António Silva: In the last ten years, we have witnessed some amazing transformations. Guests were typically offered analogue TV and Pay TV, and for the majority of guests this was a better experience than what they had at home. This is no longer the case. Consumers nowadays have flatscreen LCDs, high-speed internet connections, and even interactive digital TV with internet connection and Web 2.0 applications like Facebook and YouTube. This amounts to a tremendous gap between the in-room and the at-home experience. What's more, from the hotel's perspective, it may actually lessen the guest experience. A hotel wants to exceed the guests' expectations. Those that lead in deployment of integrated entertainment platforms are truly giving themselves a competitive advantage.

What places Nonius in a good position to benefit from this trend? What makes the company a partner of choice?

Three years ago, we saw the potential of Web 2.0-enabled interactive TV. We knew early on we could deliver a state-of-the-art platform that would exceed guests' expectations and provide the hotel with a solution that was not only distinctive, but also impressive to the point where it would create some additional brand loyalty. From the very first deployment, NiVo, the IPTV platform, included such features as full HD, Web 2.0, widgets, super-fast channel zapping, and fully loaded web browser. These are services that are simply not possible with legacy in-room entertainment platforms, so we are ready to help the hotel make that transition.

How important is cultivating strong relationships with individual hotel groups to meet unique demands, and how do you achieve this?

There is a considerable amount of choice in terms of technology and vendors, and hotel groups really do require the advice of a reliable and trusted partner to help them make the best possible purchasing decisions. This is where we excel; listening to the customers' needs and expectations is a cornerstone for the way we conduct business. In many cases, what has made our solutions so successful is the commitment to giving the client the solutions that they specify. Ultimately, this kind of vendor-client relationship helps our products evolve, and I believe it's also why our solutions are received well by hotel groups.



Nonius's state-of-the-art entertainment system.

Is there a particular partnership with a hotel or hotel group that you are particularly proud of?

Over the last five years, we have maintained a very strong business relationship with the Portuguese luxury chain the Sol Melia Group. Their newest hotel is a five-star business hotel in the heart of Braga, one of Portugal's fastest growing cities. Melia Braga's guests have benefited from the NiVo experience since the hotel was opened to the public.

When it came time for them to choose an entertainment and telecom-solution provider, they selected Nonius, not only for our outstanding solution, but also for the level of support and service we could provide. For Melia, it was critical that after implementation they could easily pick up the phone or send an email to get any support, training or advice about the technologies. This is what sets us apart from the competition.

What's next on the horizon for Nonius in regards to servicing the hospitality industry's needs?

Clearly, the luxury hotels and brands will continue to update their infrastructures to support the latest advances in digital entertainment. In addition, a new trend is emerging: the integration of consumer gadgets in-room. From an R&D perspective, we have been devoting considerable time and effort to create value-added applications and services to take advantage of the explosive growth in the mobile-device market. But we haven't stopped there. We are exploring solutions for the sub-luxury segment, so these hoteliers can take advantage of digital in-room technologies and offer their guests the benefits Nonius solutions provide. ■

Further information

Nonius
www.noniussoftware.com



Product showcase

The modular cooking experience



The unique Ref-freezer base from the innovative XP range.

Electrolux, with more than 70 years of experience in producing modular cooking, has introduced the new 900XP & 700XP. As a market leader in combining productivity and energy efficiency with outstanding innovation, Electrolux's latest range offers extreme power, simplicity and sustainability.

The XP range is a new and improved collection of high-performance modular cooking, designed in response to the changing needs of the food-service market. The experience of five generations of top chefs and a passion for innovation and sustainability has allowed Electrolux to provide high-performing, easy-to-use and cost-efficient equipment that every professional chef can trust.

Discover the world's first PowerGrill with radiant heating, the unique Ref-freezer base, the extra-large-surface Fry Top, the first pasta cookers with energy control and the Tilting Braising Pan with an exclusive well for flexible cooking.

Further information

Electrolux Professional SpA
foodservice@electrolux.com
www.electrolux.com/foodservice

Box of tricks

NiVo is a state-of-the-art, in-room entertainment platform. It combines TV and radio channels, video-on-demand, internet access, signage and a broad selection of games, all accessible through a remote control and wireless keyboard.

Hotels with NiVo provide their guests with a full HD experience accessible through an easy-to-use and fully customisable guest user interface.

Access to the latest Web2.0 content is just a few clicks away. NiVo features a fully functional



The NiVo is a fully integrated, energy-efficient entertainment platform.

integrated web browser, giving hotel guests access to Facebook, YouTube XL, Messenger and more. In addition, the platform offers guests access to a wide variety of information and complementary services, allowing them to book a tennis court, go shopping or check flight schedules from the comfort of their own rooms.

NiVo provides hotel guests with a high throughput, broadband wireless internet experience. Seamless PMS and video-on-demand integration ensures that hotels can leverage their existing investment in IT infrastructure.

Mounted behind the television and completely fanless, the NiVo set-top box is designed to be unobtrusive and, like all Nonius products, it is constructed with energy efficiency in mind.

Further information

Nonius Software
www.noniussoftware.com

Divine fine dining



Modern Grace dining sets bring a touch of elegance and *avant garde* to any table.

Villeroy & Boch is presenting Modern Grace: a new set of dishware crafted from Premium Bone Porcelain, intended for the discerning hotel and gastronomy area, particularly for fine dining.

With Modern Grace, design comes uncompromisingly to the fore. The motto "simplicity is the essence of design" is backed up by perfection, passion and quality.

The dining set's distinctive form effortlessly moves between flowing S-contours and static objects. The thin porcelain possesses an extraordinary sheen and a floating effortlessness, which lends geometric shapes such as the square, rectangle, ellipse, circle and cylinder their dynamism.

The dining set opens up new opportunities to present and serve dinner using an unconventional blend of shapes from a table set designed and presented to promote harmony and a timeless aesthetic.

Further information

Villeroy & Boch
www.villeroy-boch.com

Meiko technology triumphs

What is the secret to hygienic dish washing? More water?

More energy? At MEIKO, they believe it ultimately comes down to being smarter. From small glass washers and complex dish washing systems, they are constantly striving to make MEIKO technologies that little bit better.

People, nature and resources all fit into their vision of taking a sustainable approach towards creating a cleaner environment and a cleaner world.

MEIKO also believes in balance. Perfect hygiene and safety combined with careful stewardship of water and energy, and cost-effective engineering combined with the



MEIKO provides a smarter, cleaner alternative to the traditional dishwasher.

most modern, intelligent technology available.

MEIKO has always worked hard on its environmental credentials by focusing on maintaining a clean environment for a sustainable future.

Results achieved over the last 30 years include a 70% reduction in water use, a 30% reduction in energy costs and a 60% reduction in operating costs.

Visit MEIKO at these exhibitions in 2011: Internorga Hamburg (Germany) Alles für den Gast Vienna and Salzburg (Austria), Host Milano (Italy) and the Igeho Basel (Switzerland).

Further information

MEIKO Maschinenbau
www.meiko.de