



Power
**TV ON
AIR**

The revolution is in the AIR

VDA

Power
TV ON
AIR

The logo features the word "Power" in a grey, italicized sans-serif font. Below it, the letters "TV" are in a larger, grey, italicized sans-serif font. To the right of "TV", the words "ON" and "AIR" are stacked vertically in a red, italicized sans-serif font. A thick red swoosh starts under the "P" in "Power", loops around the "TV", and ends under the "A" in "AIR".

Spring 2012

PowerTV ONAIR is coming

Imagine a TV system that's easier to install, easier for hotel guests to use and easier to feed with images and video clips by hotel staff.

Imagine a TV broadcast system that means the hotel is always ONAIR.

Imagine an highly cost-effective TV system where the technology is ON the AIR.

Imagine a TV system that works with ANY consumer-level TV and without cables.

2003

First full IP Interactive
TV, Internet TV
and IPTV system



2008

First HD Interactive TV
and IPTV system in an
Embedded Set Top Box



2012

First Cloud Based
Interactive TV working
with Consumer TV sets

Power
TV ON
AIR

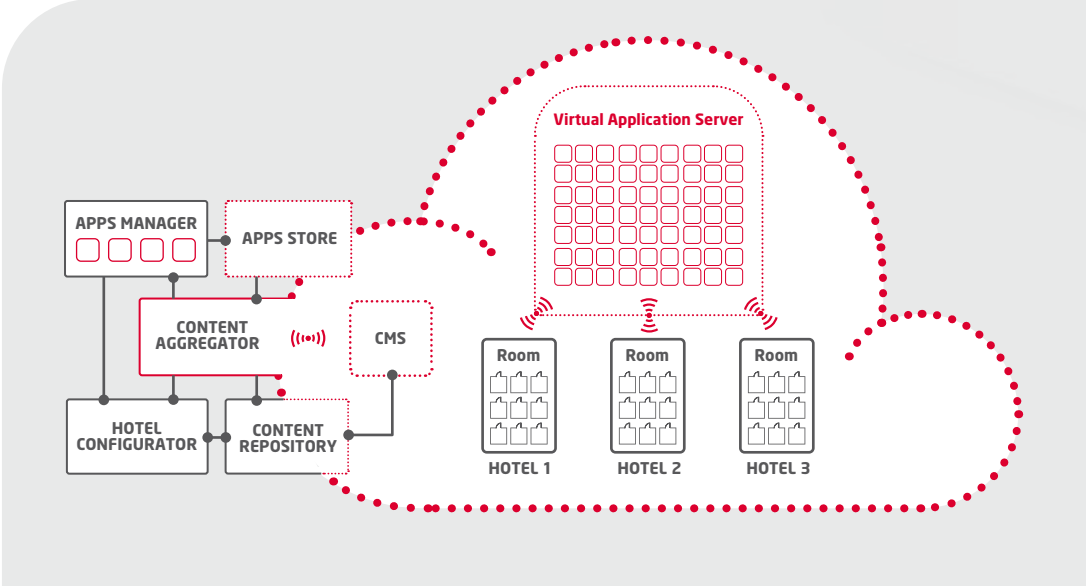
The logo consists of the words "Power", "TV ON", and "AIR" stacked vertically. "Power" is in a grey, sans-serif font. "TV ON" and "AIR" are in a bold, red, sans-serif font. A thick red swoosh starts under "Power", loops around the "V" in "TV", and ends under "ON". Below the main text is a faint, semi-transparent reflection of the entire logo.

***ON
AIR***

- .1 PowerTV ONAIR is SERVERLESS**
- .2 PowerTV ONAIR works with ANY CONSUMER TV**
- .3 Remote control is more intelligent**
- .4 PowerTV ONAIR is CABLELESS**
- .5 PowerTV ONAIR runs on iPad® and Phone®**
- .6 PowerTV Application STORE: freedom to choose**
- .7 Content UpLoad & Real time feedback**
- .8 PowerTV WI-FI BUBBLE**
- .9 PowerTV ONAIR is PowerPLAY enabled**
- .10 SMART ROOM Wireless Features**



PowerTV ONAIR is SERVERLESS





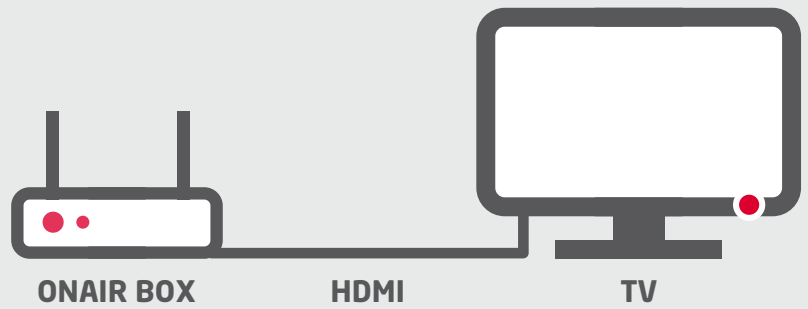
.1

In Room BOX

Imagine a TV system made **ONLY** by the In Room Box and a design Remote Control. Servers are on the **Cloud** and Installation can be managed by the Hotel Staff without any training. The only condition being IP network cabled or wireless into each room.



PowerTV ONAIR works with ANY CONSUMER TV





.2



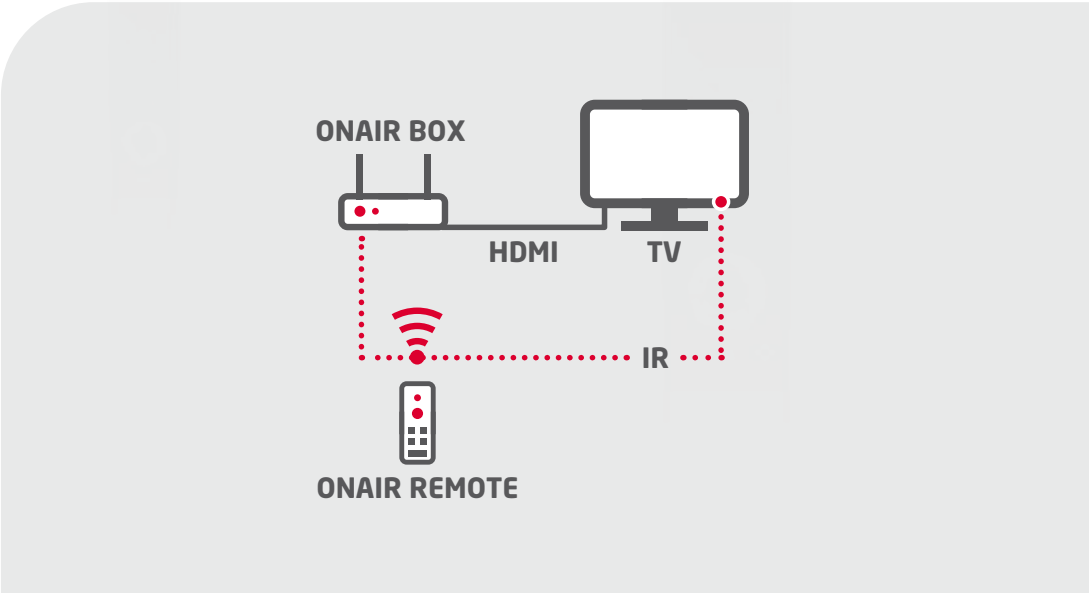
Imagine a TV system that **DOESN'T** require an **OPEN ARCHITECTURE TV** set and gets rid of the complexities, aggravations of product lines diverted from the consumer main stream.

Imagine a TV system that simply requires an HDMI cable connection and works with a unique remote control even with cheaper TV sets.*

*CEC 1.3 HDMI protocol required



Remote control is more intelligent





3



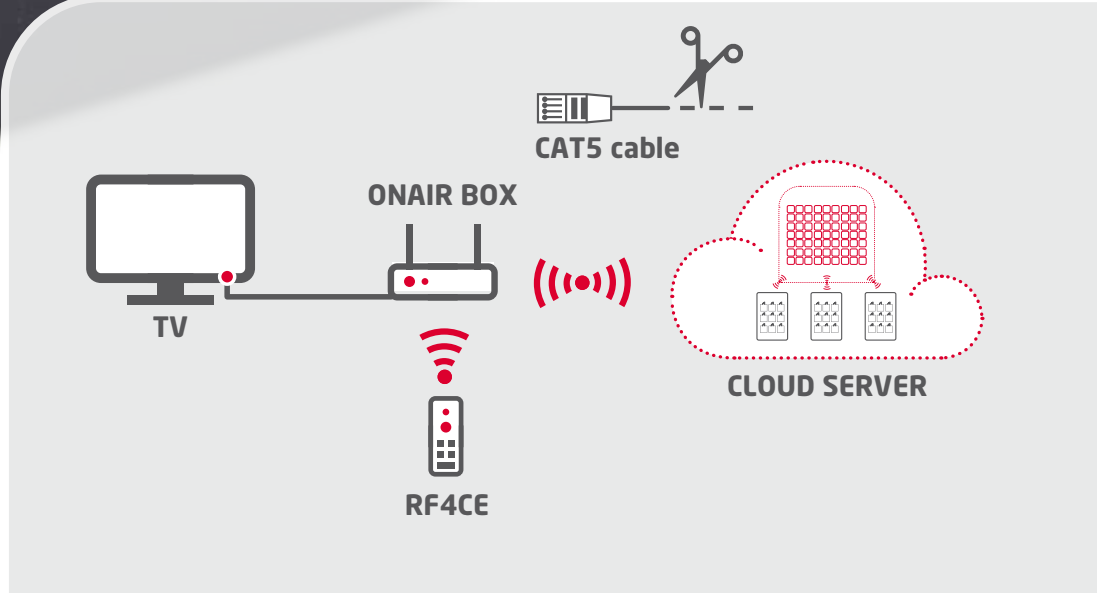
Imagine a remote control that controls the **PowerTV ONAIR** box with a RF4CE technology that allows the In-Room Box to be hidden behind the TV set without the need for unreliable infrared eyes.

Imagine a remote control that can directly control a consumer TV set via the traditional infrared programmable codes.





PowerTV ONAIR is CABLELESS

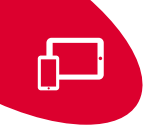




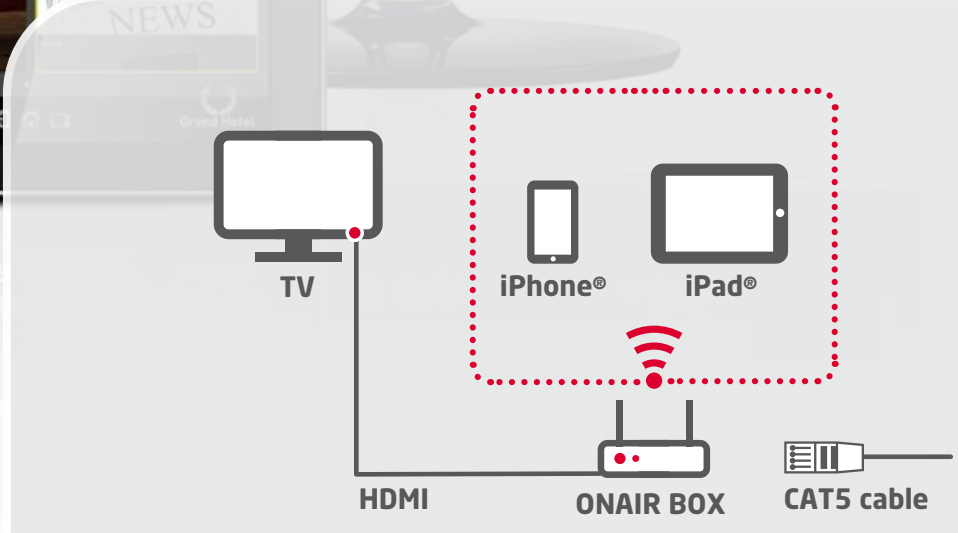
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Imagine a TV system based on IP technology that can also work without the need for a CAT5 cable to the TV set and that uses Wi-Fi embedded technology to connect to the cloud-based servers.

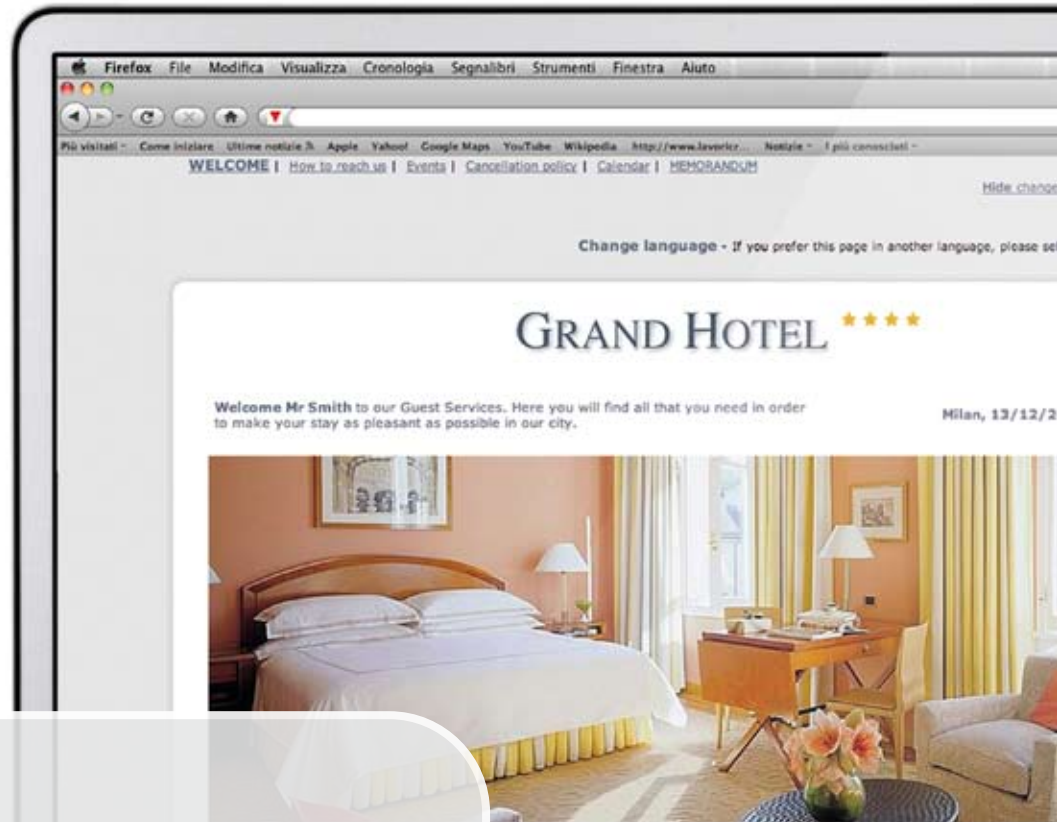


PowerTV ONAIR runs on TV, iPad® and iPhone®





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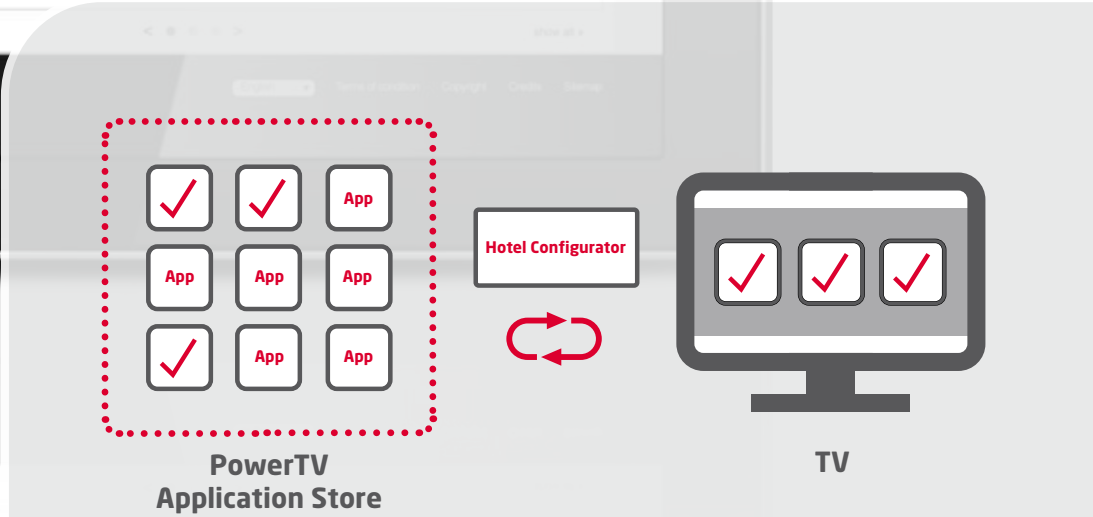
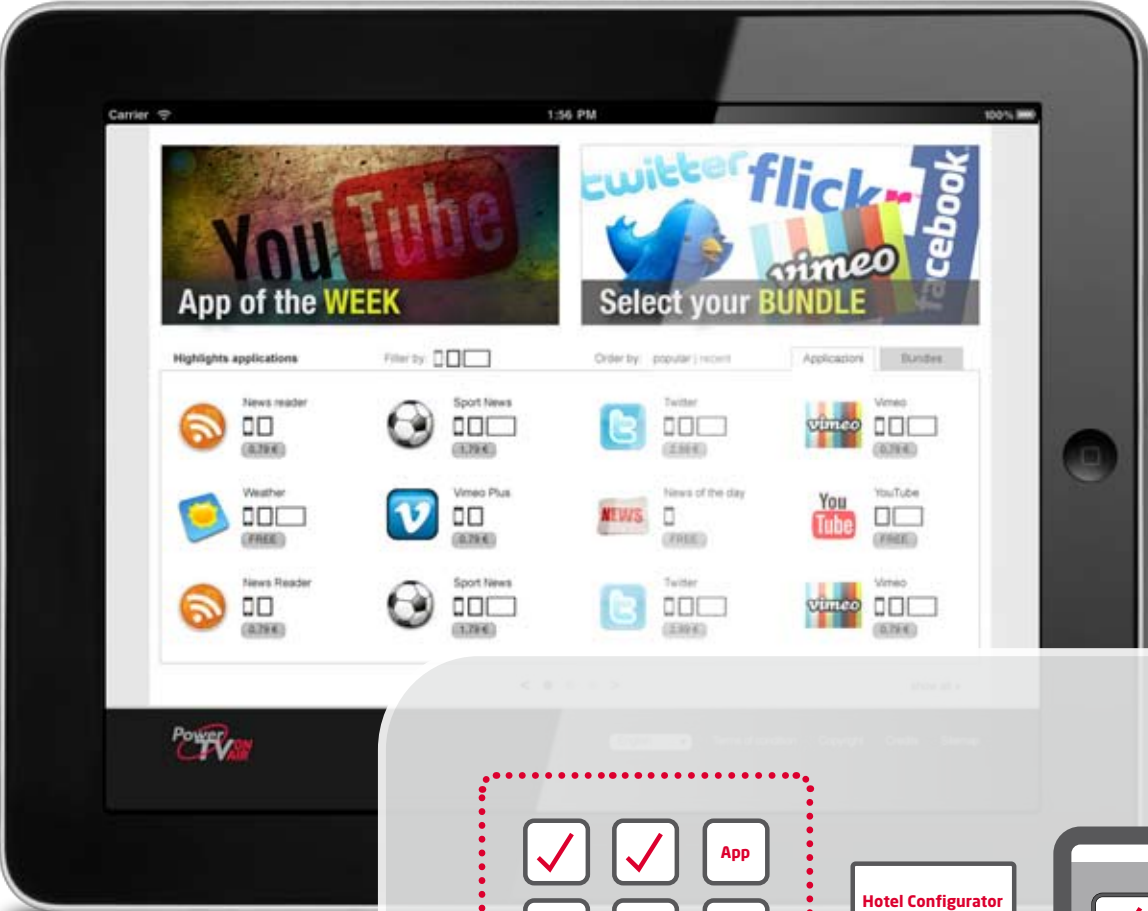


Imagine a TV system that can run on the TV set as well as on a guests **iPad®** or **iPhone®** via a harmonised user interface.

Imagine a TV system that guests can start using even before their arrival at the hotel and after their departure.

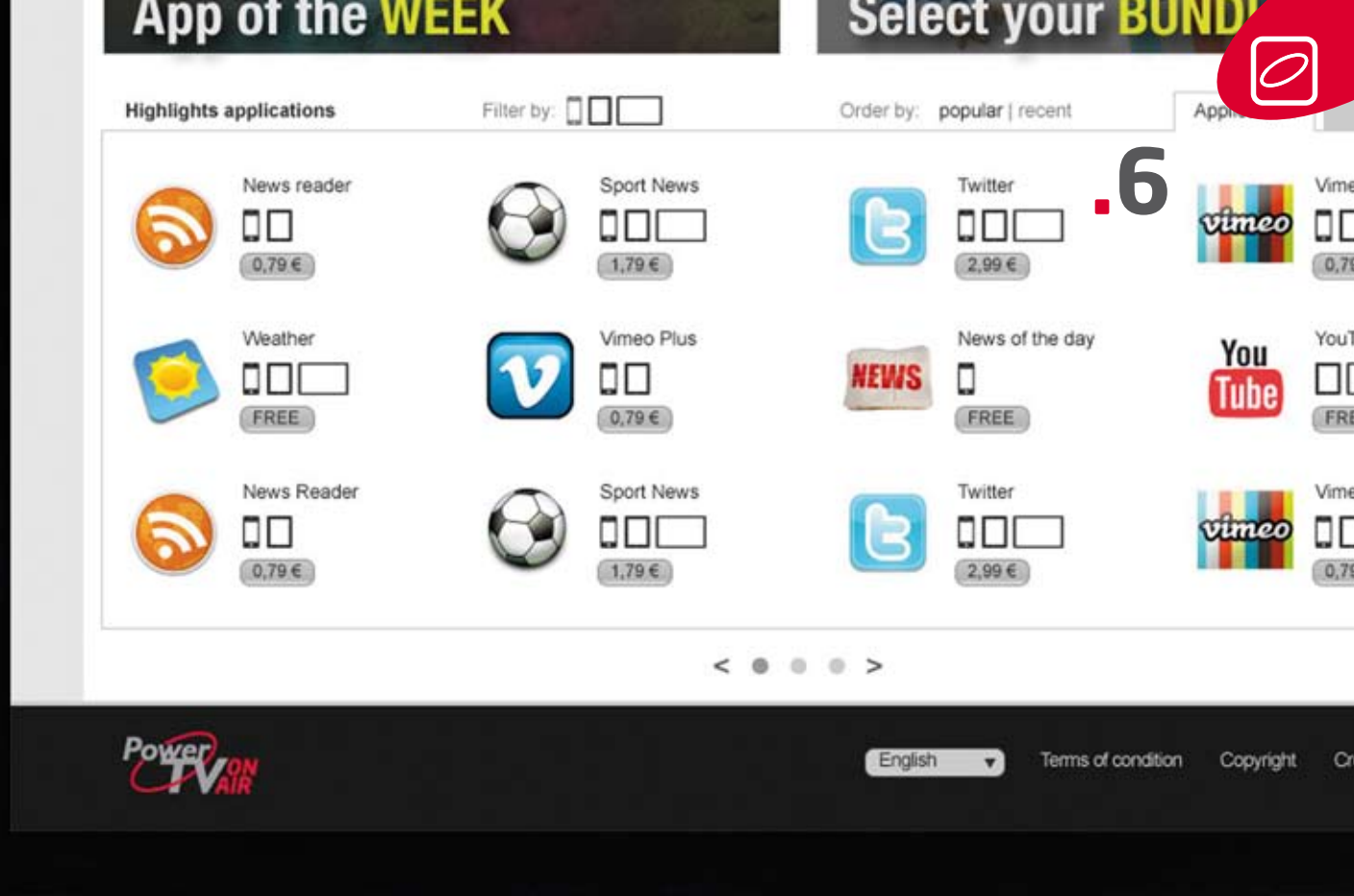


PowerTV Application STORE: freedom to choose



PowerTV
Application Store

TV



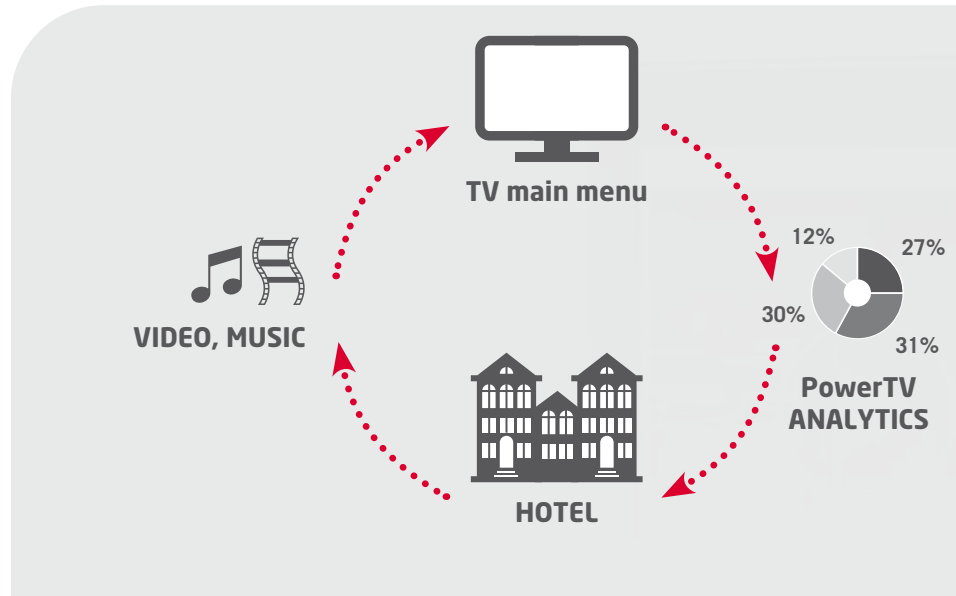
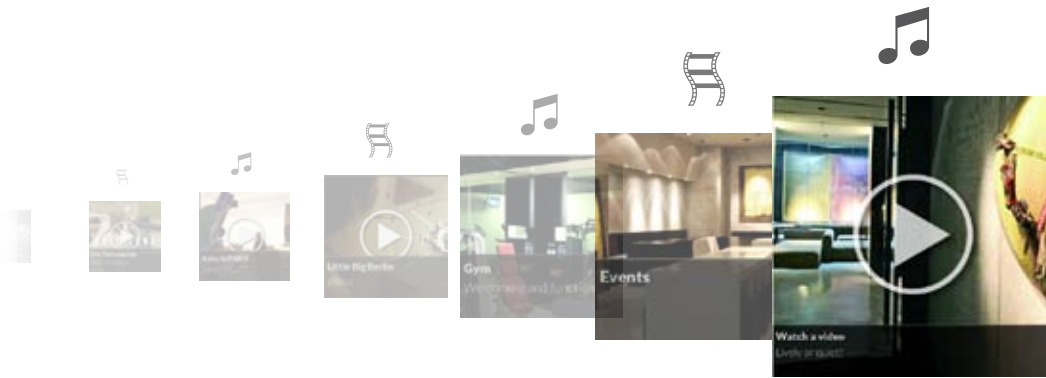
Imagine a TV system with functionalities that can be upgraded and enriched anytime, in total freedom, by the hotel through the **PowerTV Application Store**.

Imagine being able to install new Apps on each single in-room TV without any external technical intervention.

Imagine being able to try for a free-of-charge trial period any additional **App** and confirm its purchase or rental at a later stage.



Content Upload & Real time feedback



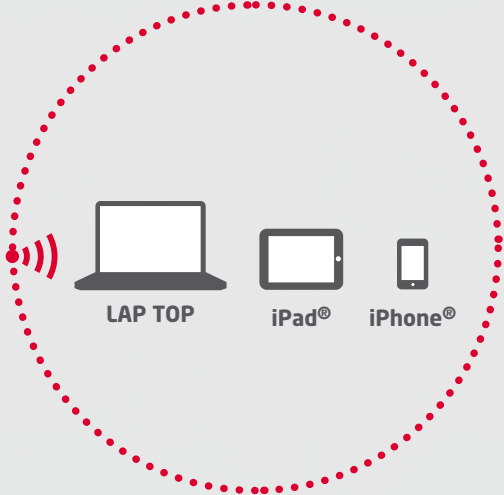


Imagine a TV system that can be fed with new content images, video clips, text directly by hotel staff via a web-based portal.

Imagine accessing real-time system usage statistics via the **PowerTV Analytics** tool.



PowerTV WI-FI BUBBLE



LAP TOP

iPad®

iPhone®



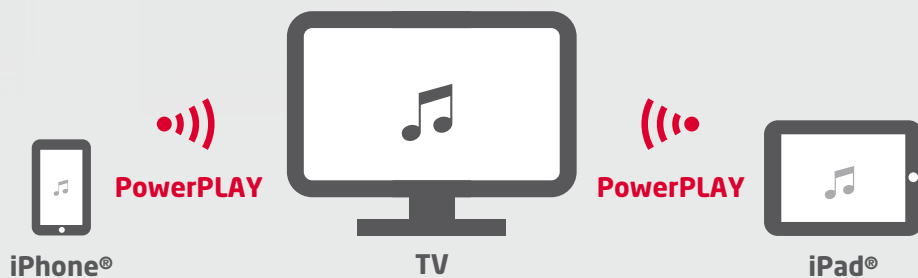
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Imagine the **TV Box** serving as an in-room personal hot-spot capable of offering a greater variety of connectivity packages for the guest's laptop, mobile devices and, of course, the TV itself.



PowerTV ONAIR is PowerPLAY enabled

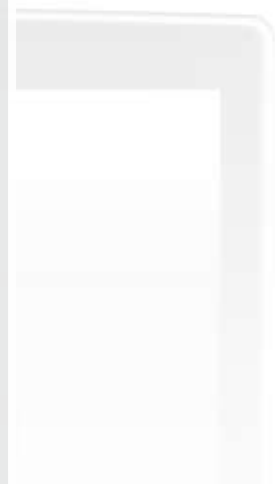




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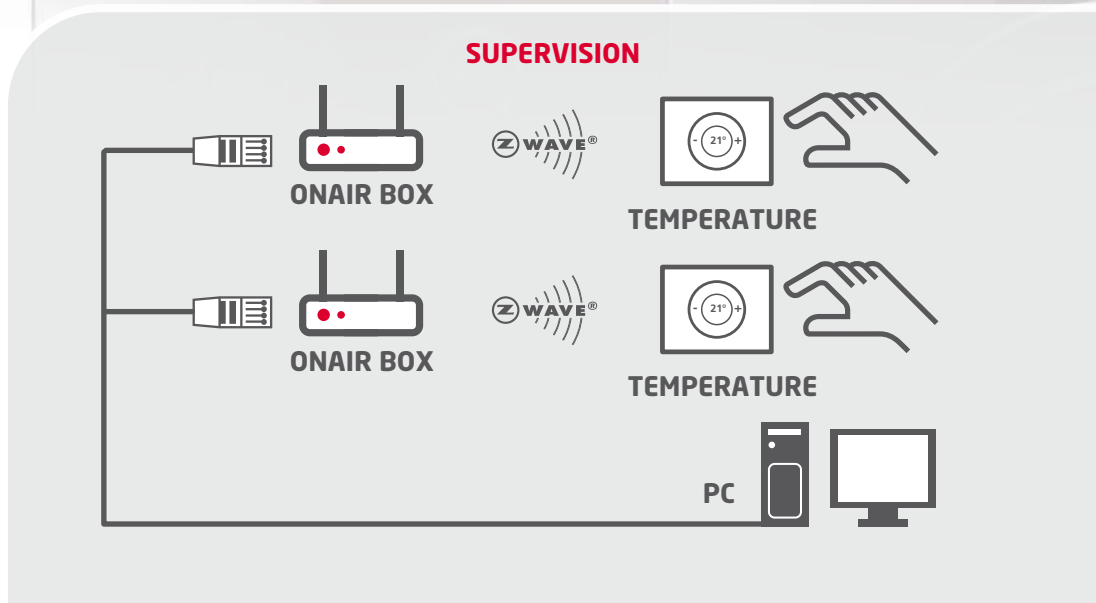


Imagine being able to stream music and videos from the guests **iPhone®** or **iPad®** directly on to the TV set, without wired connections and expensive connectivity panels.





SMART ROOM Wireless Features





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Imagine a TV box that can centralise and put online the control of in-room temperature and lighting, communicating seamlessly and wirelessly with **plug&play** certified **ZWAVE** products. **Imagine** a TV box that makes the hotel greener and safer.

Spring 2012

The Revolution is in the AIR

Ask the **SPECIAL OFFER QUOTATION**
and book now the new PowerTV for your Hotel
and get the In Room KIT (PowerTV BOX
and Remote Control) free of charge for 20%
of your Hotel Rooms*

book.onair@vdavda.com

***Special condition applicable based on VDA standard supply
and payment conditions and for a limited period of time**



Spring 2012

The Revolution is in the AIR

Ask for a **DEMO** in your Hotel
by a VDA sales representative

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CREDITS

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