Beyond television:
AXING IPTVSolutions

**Interactive IPTV solutions for the
hospitality sector**

- ✓ **Interaction with customers,
  staff and the hospitality system
  (any PMS)**
- ✓ **Intuitive CMS**
- ✓ **Chromecast and AirPlay solutions**
- ✓ **Easy remote maintenance via
  AXING SMARTPortal**

Entertainment at it´s best

- ✓ Individual TV and radio programs (in the language of the guests)
- ✓ Categorization of TV and radio programs (e.g. by entertainment, sports, news, etc.)
- ✓ TV or Pay-TV* in highest quality (HDTV, UHDTV, 4K)
- ✓ AirPlay or Google Chromecast in all rooms

* PMS necessary

The interactive TV platform

- ✓ Ideally suited for hotels, hospitals, offices etc.
- ✓ Customized functions offer personalised services and information
- ✓ Targeted information and advertisement
- ✓ Access to services and staff

Efficient administration

- ✓ Intuitive and easy editable CMS for in-house marketing
- ✓ Advertising events, restaurant offers or other special hotel services
- ✓ Designed in your Corporate Identity
- ✓ Additional revenue per room per stay
- ✓ Digital Signage e. g. at the reception, the bar, in the lobby or in the hotel shop
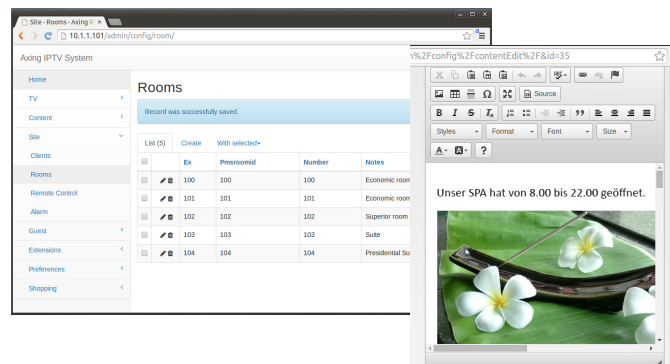
Reliable planning and support

- ✓ Full IPTV or hybrid solution (DVB + Content over WiFi)
- ✓ AXING supports in planning and realization
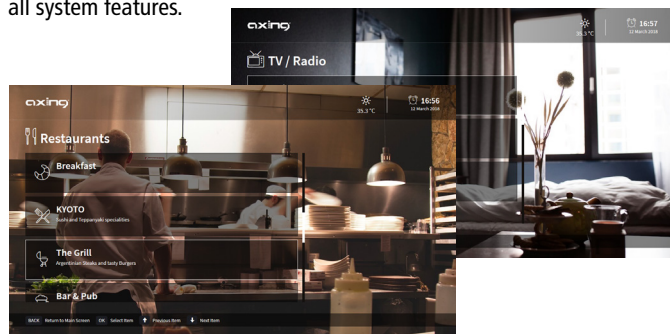- ✓ Worldwide maintenance (AXING **SMART**Portal)

Middleware

The heart of the AXING IPTVSolution is the middleware. This is the control center from which all activities and provided contents for the customers are managed.

The middleware runs on a web-based content management system (CMS). This CMS is characterized by intuitive, simple and fast handling of all system features.

Some highlights

- ✓ Interaction with customers, staff and the hospitality system (any PMS)
- ✓ TV and radio programs sorted by genre
- ✓ Different channel lists depending on the language of the customers
- ✓ Top digital quality (HDTV, UHDTV, 4K), Pay TV, VoD, AoD
- ✓ Targeted advertisement for customers
- ✓ Personalized greetings, news and information
- ✓ Ordering system and billing service

AXING IPTVSolutions are available in different packages. Detailed information regarding the functionality of the individual IPTVSolutions packages can be found here.
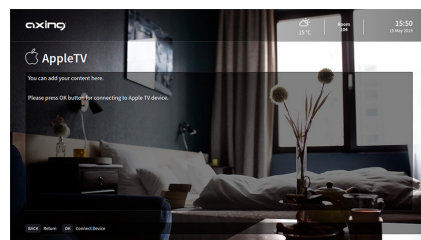
Google Chromecast solution

With the Google Chromecast solution, guests can access the TV set in their hotel room with a smart phone or tablet. The link between mobile device and Google Chromecast is established within the used apps via Google Cast. A QR code is displayed on the TV screen for an easy login.

- ✓ Screen mirroring of smart devices with iOS or Android
- ✓ Comfortable WiFi access via Axing Authentification Server

Centralized AppleTV solution

- ✓ AirPlay functionality in all hotel rooms
- ✓ No AppleTV box needed in the hotel room
- ✓ Selection from a pool of AppleTV boxes

The highlight is that neither the AppleTV device has to be installed in the hotel room nor AppleTV devices have to be purchased for each room.

Digital Signage

The AXING IPTV middleware can be expanded by a Digital Signage system. The AXING Digital Signage system guarantees an easy, elegant and flexible way to display several information in a prescribed design with different display separation possibilities.

- ✓ Customizable templates
- ✓ Combination of images, widgets, information and live TV or video

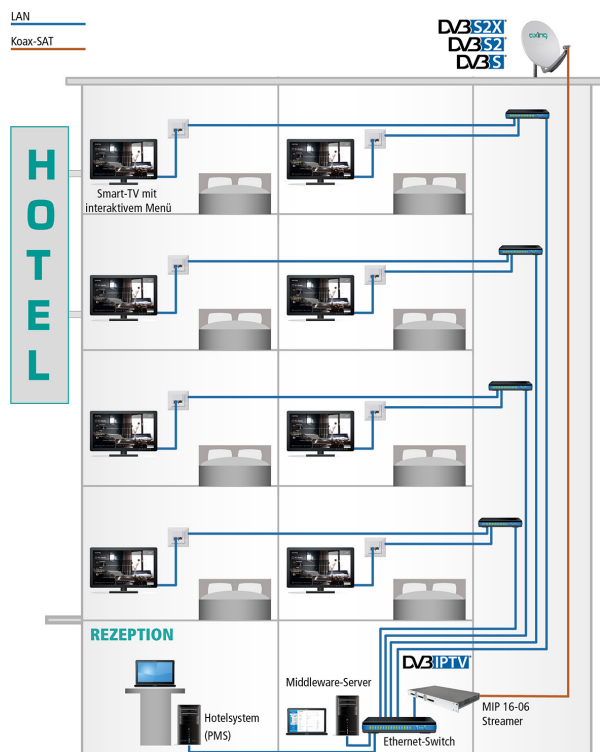**Extract of display possibilities:**
- ✓ Restaurant- and Spa-Services and hotel offerings
- ✓ Welcome messages for conference groups
- ✓ News, weather forecasts, stock exchange and flight information up-to-date traffic information
- ✓ Live-TV

Technical options

Full IPTV solution

The AXING IP streamers of the MIP series receive the DVB-S/S2/S2x/-T/T2/C signals and stream the chosen programs (also Pay TV) in SPTS or MPTS through Ethernet. The interactive services are distributed in the same IP network.

With the AXING encoders of the HKI series HDMI sources, e.g. external video sources, can be converted to IPTV (SPTS) and distributed in the same IP network.
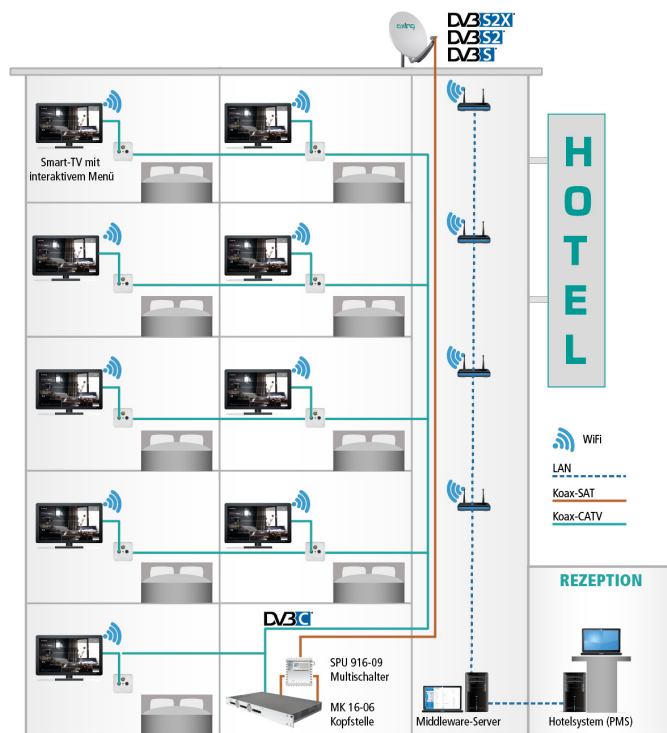
 ← Detailed information about streamers

Detailed information about encoders →

Hybrid solution

In contrast to the Full IPTV solution the hybrid solution distributes the TV signals in a classical way through a coaxial infrastructure in DVB-C/-T/-S and the interactive functionalities/services are distributed over the existing IP network. The hybrid solution is mainly suited for upgrading existing coaxial TV networks to an interactive TV system.

The big advantage of the hybrid solution is that no LAN infrastructure with high bandwidth is required and that the existing WiFi suffices to distribute the interactive services. The use of AXING-approved hospitality televisions with WiFi access is required.

Of course the hybrid solution can be expanded to a Full IPTV solution at any time.

Why Axing in particular?

We Swiss don't waste words. But what we do, we do thoroughly. Which is why Axing products are always state of the art. The compact design and easy installation are equally impressive.

What is more, with Axing you have a partner at your side offering you all the services you need as a one-stop provider – from planning via preparation through to delivery and operation. Contact us now; we would be pleased to advise you on site and make you a detailed offer.

Our AXING commitment:

- ✓ Very easy handling and installation of all Axing products
- ✓ Short-term and reliable delivery capability
- ✓ Consistently high quality
- ✓ Highly modern technology – state of the art

- ✓ Great flexibility due to wide variety of products
- ✓ Optimum support via competent planning and installation service
- ✓ Technical service / after sales

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