Gateway

BroadView - IPTV

Customized interactive digital TV solutions for hotel and guest room TVs. It is a more intuitive interactive digital entertainment content display and hotel service promotion platform, which can bring value-added benefits to the hotel

LinkSign

Wireless

01

UI/Feature design

Hotel customized UI design
Multiple function and services can be easily used

02

Multi-media

Secured screen casing
HD movie VOD
HD cable TV / satellite TV etc.

03

Digital marketing

As the 2nd screen between guest and hotel
Provide a platform/ content data analysis to increase more benefits.

04

Implementation and service

15 years' hotel industry experience to secure system performance and operation required service

LinkBroad

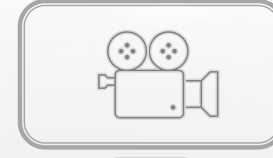Opening video and Picture. Customized welcome portal

Hotel special promotion and Content updating

Cable and satellite TV integration Support EPG

Reliable and easy used secured Screen casting

Popular online movie platform integrated VOD

Editable electric room service menu menu and ordering

Individual / group Message and hotel notification platform

Hotel member registration and pay with points

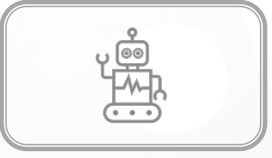Hotel facilities introduction and service brochure

Bill check and quick check out request to FO

Multiple language Support. CN / EN as default language

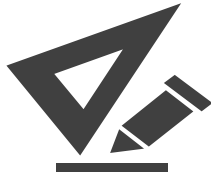Completed integration with most popular PMS

AI robot service for amenity and food delivery

Weather and tour information check and updating

Guest connect Wi-Fi through WeChat on TV

15 years experienced design team provides multiple styles of UI based on hotel business focus, or develop and customize UI based on actual requirement
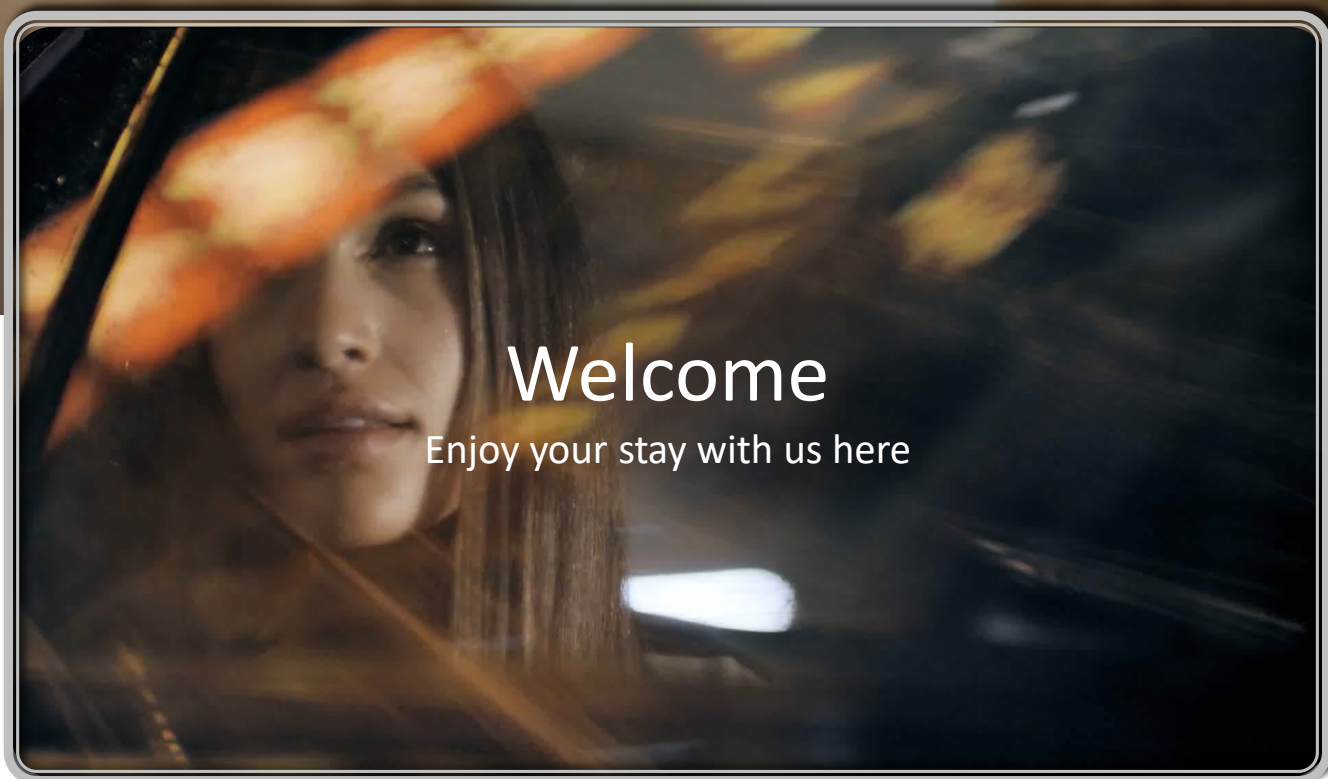
Deep integration with hotel PMS and membership system to deliver privilege service and get more members and potential benefits.
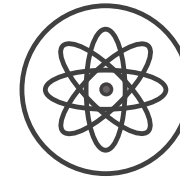
Deep integration with LinkBroad each products or third parties to provide more functionalities and features such as screen casting, room control, room ordering, etc.
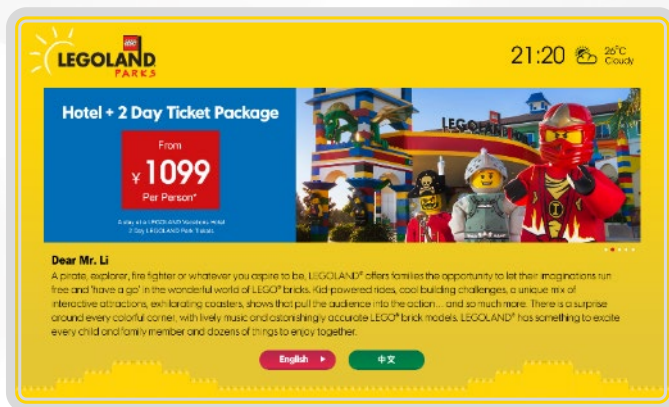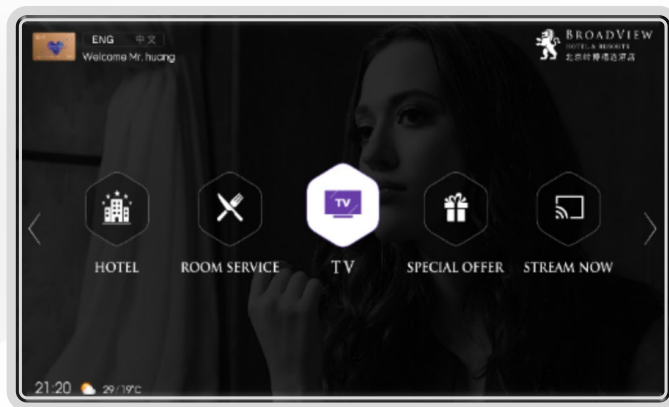
01 UI / Feature design

Welcome

Enjoy your stay with us here

TV turns on automatically
As soon as guest enter the room.
It means IPTV are self-maintained
without additional manpower cost.

80% or above chance that guest
will remain TV on status and
continually watch TV content
such as hotel promotion / service

Multiple UI style and design are available. Or develop a new one multiple tier of menu and content for edition

Theme

Light | Dark

Different UI style for different theme of room. UI automatically switch between light and dark mode for eye protection purpose

Different customized welcome portal for different guest level and date. It also helps to do hotel sales promotion purpose

Welcome portal's picture and content may be edited by hotel staff or LinkBroad through system platform with audit and approval process.

08:20
9月12日 星期三
20℃
多云

5 news

1 news

2 news

全新SPA体验8.5折
(2月14日截止)

婚宴送豪华套间1晚
(10月5日截止)

精选下午茶买一送一
(9月1日截止，送完即止)

尊敬的李先生，

欢迎莅临北京岭博精选酒店。

我将携酒店的全体员工一同致力于给您带来一趟难忘旅程。从美食到娱乐，无处不为您精心甄选。

位于大堂的礼宾部提供24小时服务，无论您想轻车简行地浏览市容，亦或体验当下独特的文化风貌，我们都将欣然为您提供高效且无微不至的帮助。

酒店总经理

English | 中文

as Guests , Leave as
来时即为客 行时亦是家

Tourism / group portal | Birthday / anniversary portal | Brand / membership portal | Hotel sales promotion portal
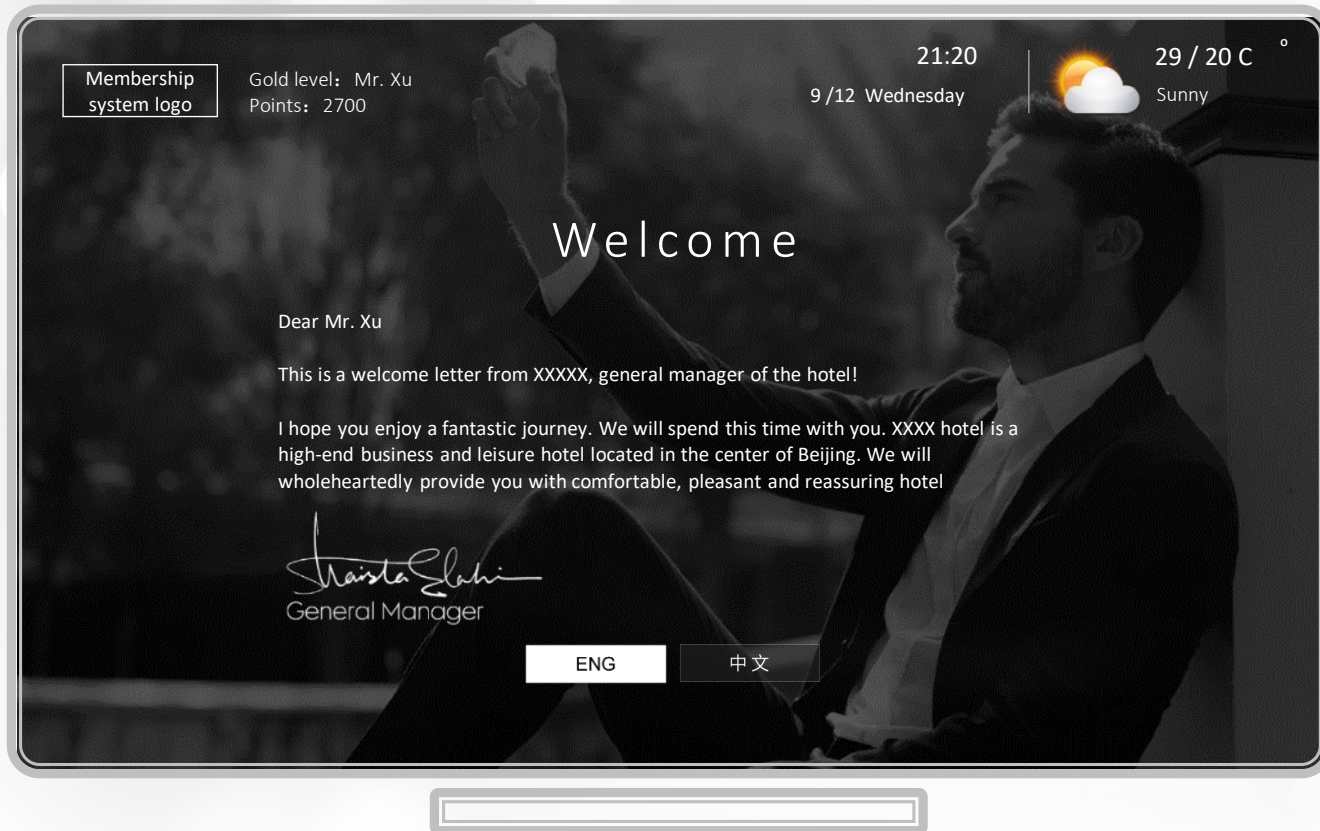
Interface with membership system to provide more features

Membership system logo

Gold level: Mr. Xu
Points: 2700

21:20
9 /12 Wednesday

29 / 20 C °
Sunny

Welcome

Dear Mr. Xu

This is a welcome letter from XXXXX, general manager of the hotel!

I hope you enjoy a fantastic journey. We will spend this time with you. XXXX hotel is a high-end business and leisure hotel located in the center of Beijing. We will wholeheartedly provide you with comfortable, pleasant and reassuring hotel

General Manager

ENG   中文

Below membership system integration are completed :Accor live unlimites, GCH Howard Johnson, Hilton Hampton, Asscott Mediterranean, Jinjiang Vienna Hotel, scholarly family, Gran Yuntian, Hong Kong China travel service, Jinling, Evergrande, accord, Licheng, Licheng tongpai, Jinmao, Green cloud, Kunlun, Mingyu, dawn, Lingnan
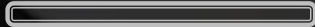
Membership portal

VIP
Member registration

i
Express service for member

Wi-Fi
Hotel WeChat for Wi-Fi

Pay with points

Follows hotel WeChat
Enjoy higher speed of internet
Without authentication again

Press ⮌ to return.
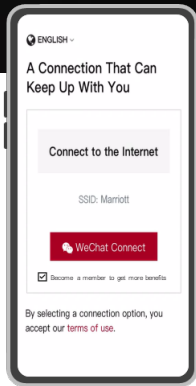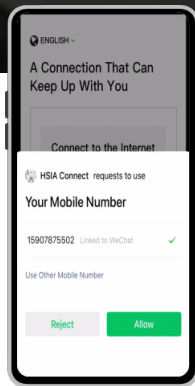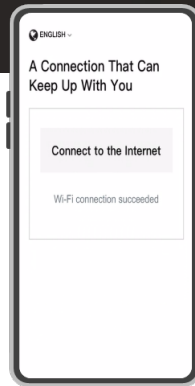
WeChat follow page

WeChat menu page

Hotel Wi-Fi page 1
(customizable)

Hotel Wi-Fi page 2
(customizable)

Hotel Wi-Fi page 3
(customizable)

Connect hotel Wi-Fi through TV

TV has a portal quickly guide guest to scan and follow hotel WeChat QR code. After several simple step. Guest mobile phone may automatically switch from 4G/5G to hotel Wi-Fi and start to enjoy hotel internet service.

Scan Laptop/Tablet QR code for Wi-Fi

Connect to SSID then choose "WeChat", use mobile to scan QR code
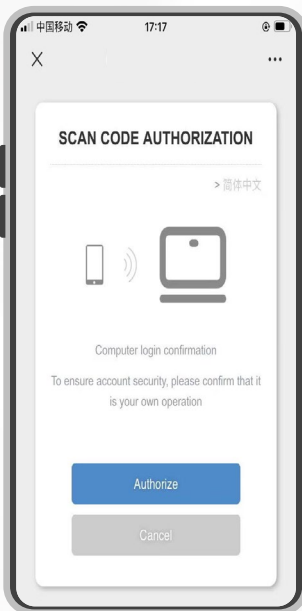
Guest mobile to scan and accept this laptop Table internet request. Connected!

Room service on TV

Use high resolution of picture or video to show hotel room service food information. It collect guest eyeball and increase potential business profits. After integration with membership system, order may be paid by points. Hotel may edit or update food picture and information any time and save paperwork cost.
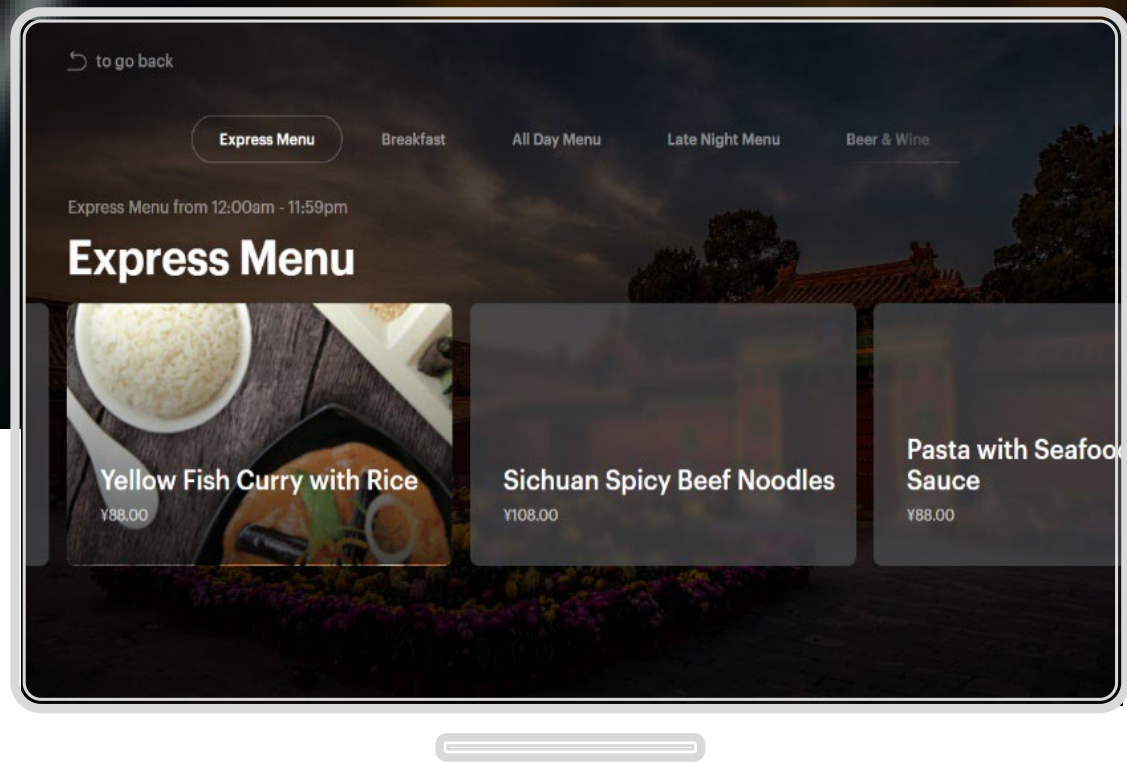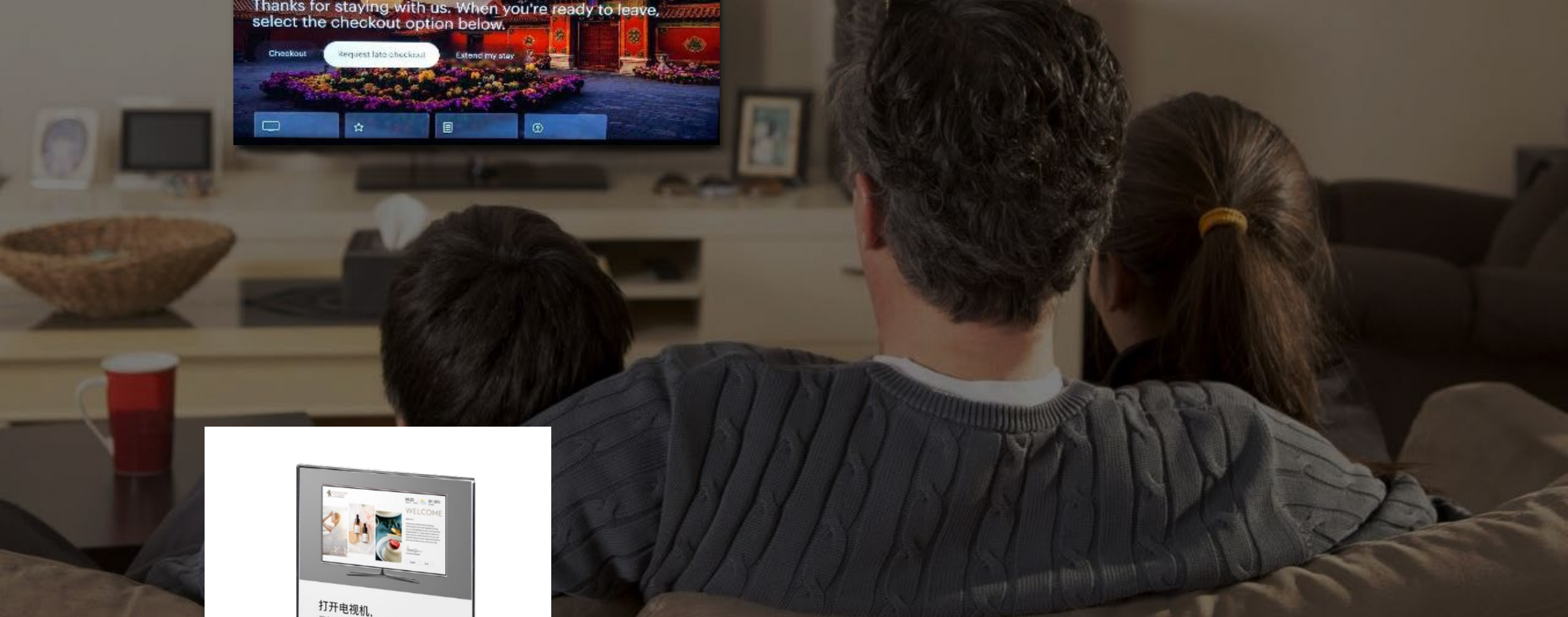
Support interface with F&B system

Scan QR to place order and WeChat pay

Order data analysis for sales adjustment

↩ to go back

Express Menu | Breakfast | All Day Menu | Late Night Menu | Beer & Wine

Express Menu from 12:00am - 11:59pm

Express Menu

Yellow Fish Curry with Rice
¥88.00

Sichuan Spicy Beef Noodles
¥108.00

Pasta with Seafood Sauce
¥88.00

TV Signage for each guest room

It can be designed to include hotel other promotion or screen casting feature with related QR code. LinkBroad is responsible of it's design, production and transportation. It encourage more guest to watch TV. Hotel may save big of it's paper work and printing cost through normal operation.

Scan room service QR code on TV
Our AI robot will be standby for food and amenity delivery
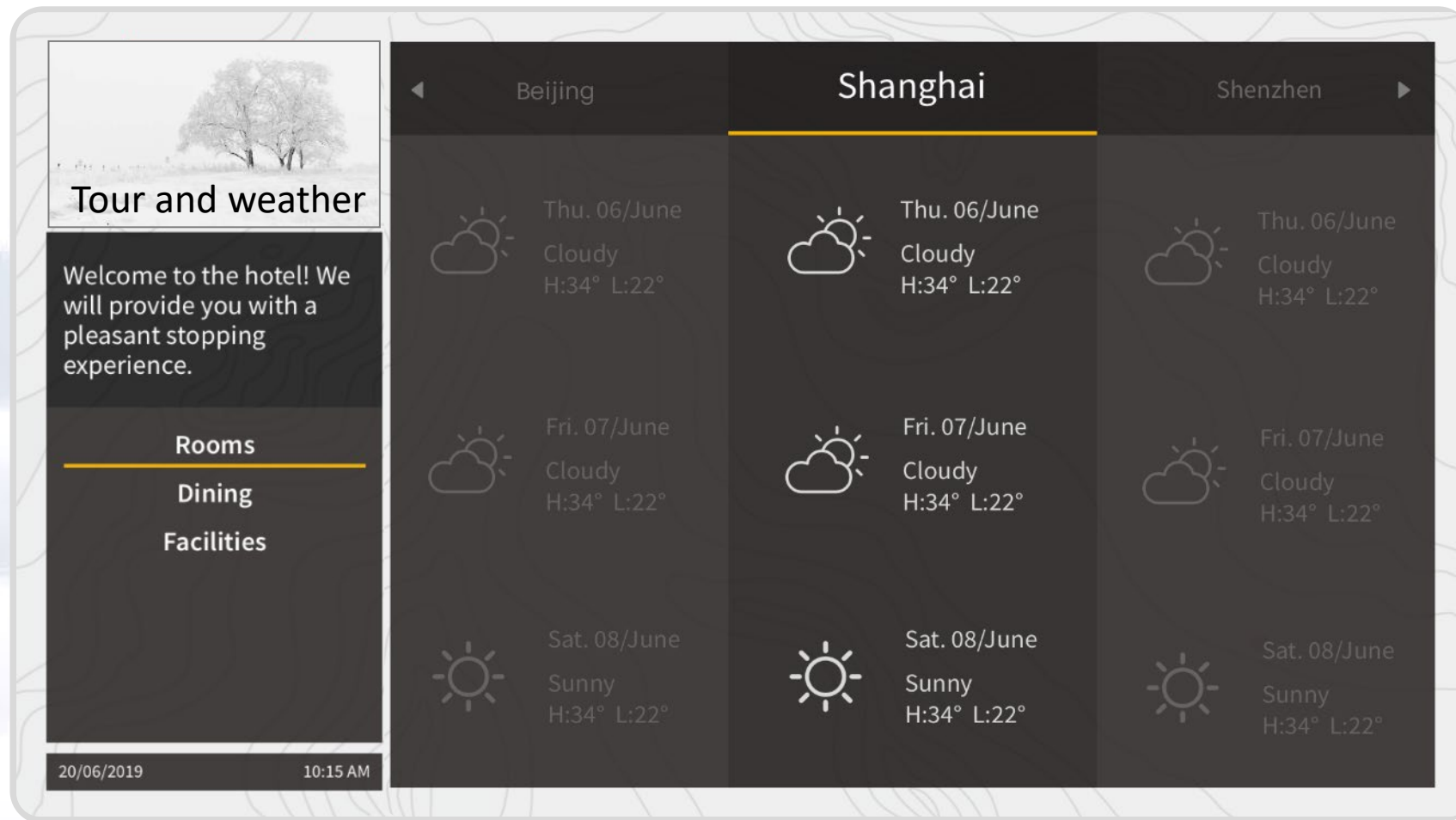
Press ↩ to return.
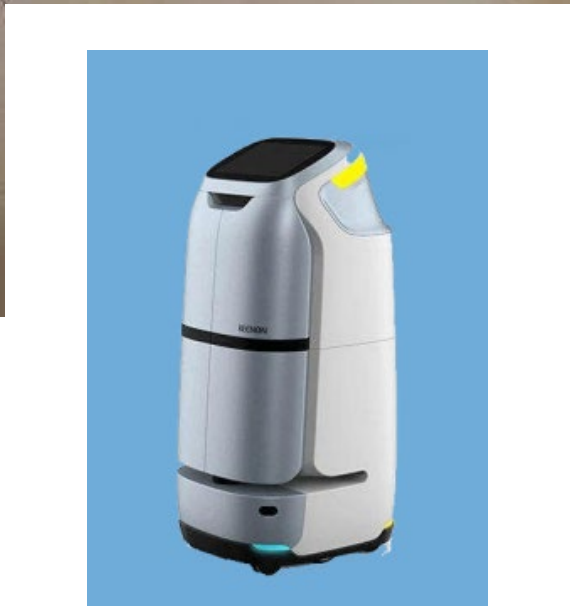
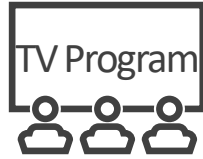# AI robot for food & amenity delivery

- Touchable AD screen
- Signature of delivery
- 2 – 4 slots of food

- Scan IPTV QR code to place order
- Deep vision and dodge system
- Failure percentage is below 3%

Scan QR code on TV

Place order & confirm

AI robot is on the way
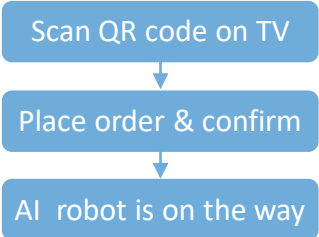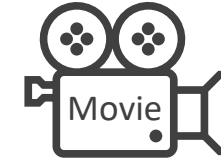
Knowing every sight seeing through your TV

Let's found it and bring it to your warm home

TV Program

Multiple TV signal migration
Local TV/Satellite TV/Hotel Channel
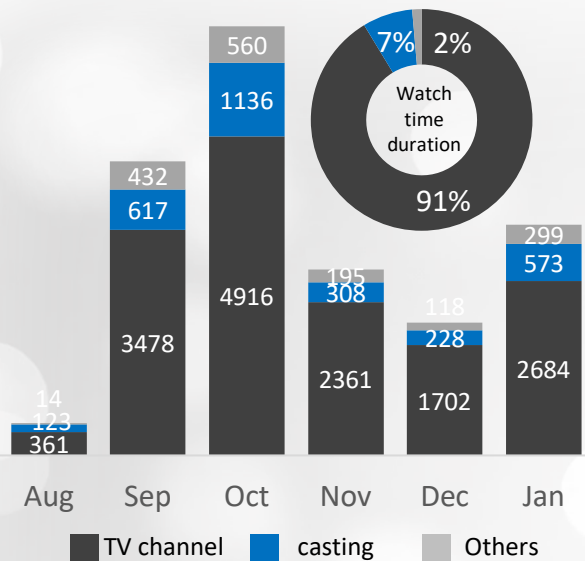Preview of channel & introduction
Support HLS/UDP/DVB-C signal

LinkBroad patented screen casting
by interfacing with hotel PMS. Easy
to use. Statistic of casting APP and
improvement of compatibility

Movie

Cooperate with online movie platform to
provide the exclusive film on demand
with complete copyright. Customized for
hotel theme room to increase revenue

02   *Multi-media*

HD digital TV signal

Support EPG preview of channel

EPG

The following data are taken from the 6-month data of one Hotel (2021 / 8-2022 / 1)

In past 180 days, some channels are watched only once a day averagely. Should hotel consider temporarily deleting them to save costs?

Watch time duration

7% · 2% · 91%

Bar chart (monthly):

Month	TV channel	casting	Others
Aug	361	123	14
Sep	3478	617	432
Oct	4916	1136	560
Nov	2361	308	195
Dec	1702	228	118
Jan	2684	573	299

■ TV channel ■ casting ■ Others

Idled time is not counted when TV is on. The statistics are from the real data of a hotel of Shanghai intercontinental group. Cumulative watch times in 6 months (2021 / 8 - 2022 / 1)
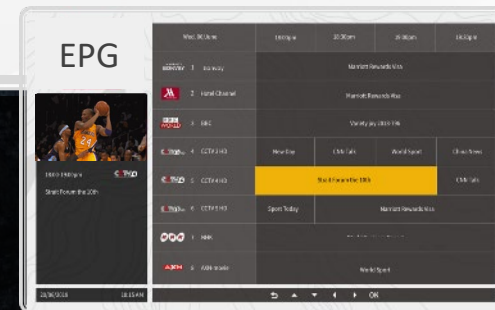
Seamless switching between IPTV and TV program
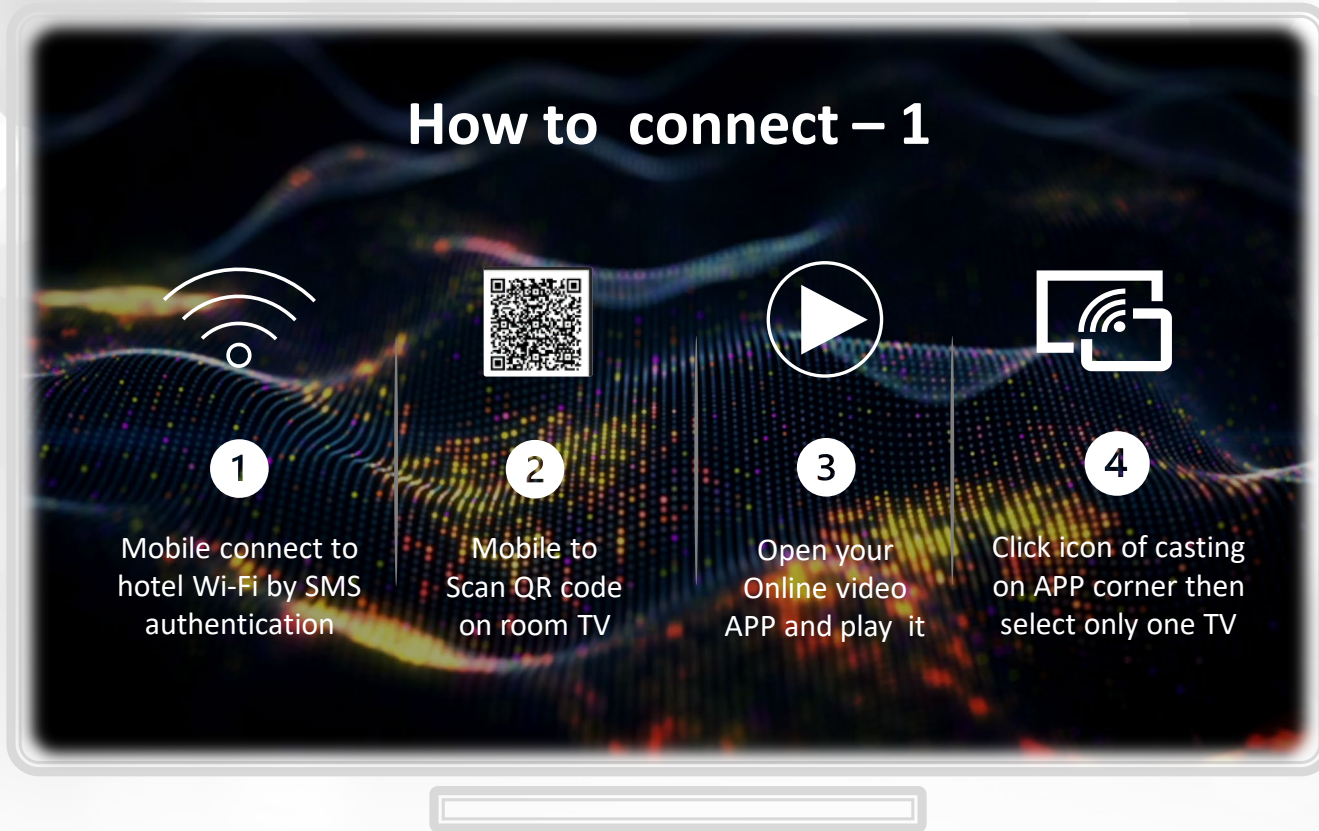
One remote controller all the time

Channel watch counts:
CCTV-5 4348
CCTV-1 3705
哈哈炫动卫视 3344
东方卫视 3252
CCTV-13 2613
CCTV-2 2331
家庭影院 2309
浙江卫视 2250
CCTV-3 2242
CCTV-4 2122
上海新闻综合 1877
五星体育 1821
CCTV-10 1774
卫视国际电影 1722
CHC高清电影 1683
凤凰卫视资讯台 1659
CCTV-8 1618
湖南卫视高清 1582
CCTV-7 1549
江苏卫视高清 1376
全纪实 1330
万豪旅享家 1269
凤凰卫视中文台 1222
东方影视高清 1221
纪实人文 1161
高清新视觉 1126
生活时尚 1064
都市剧场 1033
美国有线电视新闻 950
探索频道 877
凤凰卫视电影台 805
CCTV-12 772
CCTV-11 615
澳亚卫视中文台 499
酒店频道英语 495
卫视体育 478
中央法语频道 404
中央俄语频道 382
法国新闻 357
中央阿拉伯语频道 323
中央西班牙语频道 311
JW万豪品牌信息台 285
俄罗斯环球频道 195

020 CNBC
021 Star Sp...
022 HBC
News Asia
A N...
Phoenix TV
Discovery Char...
029 Zhejiang

A secured and easier way
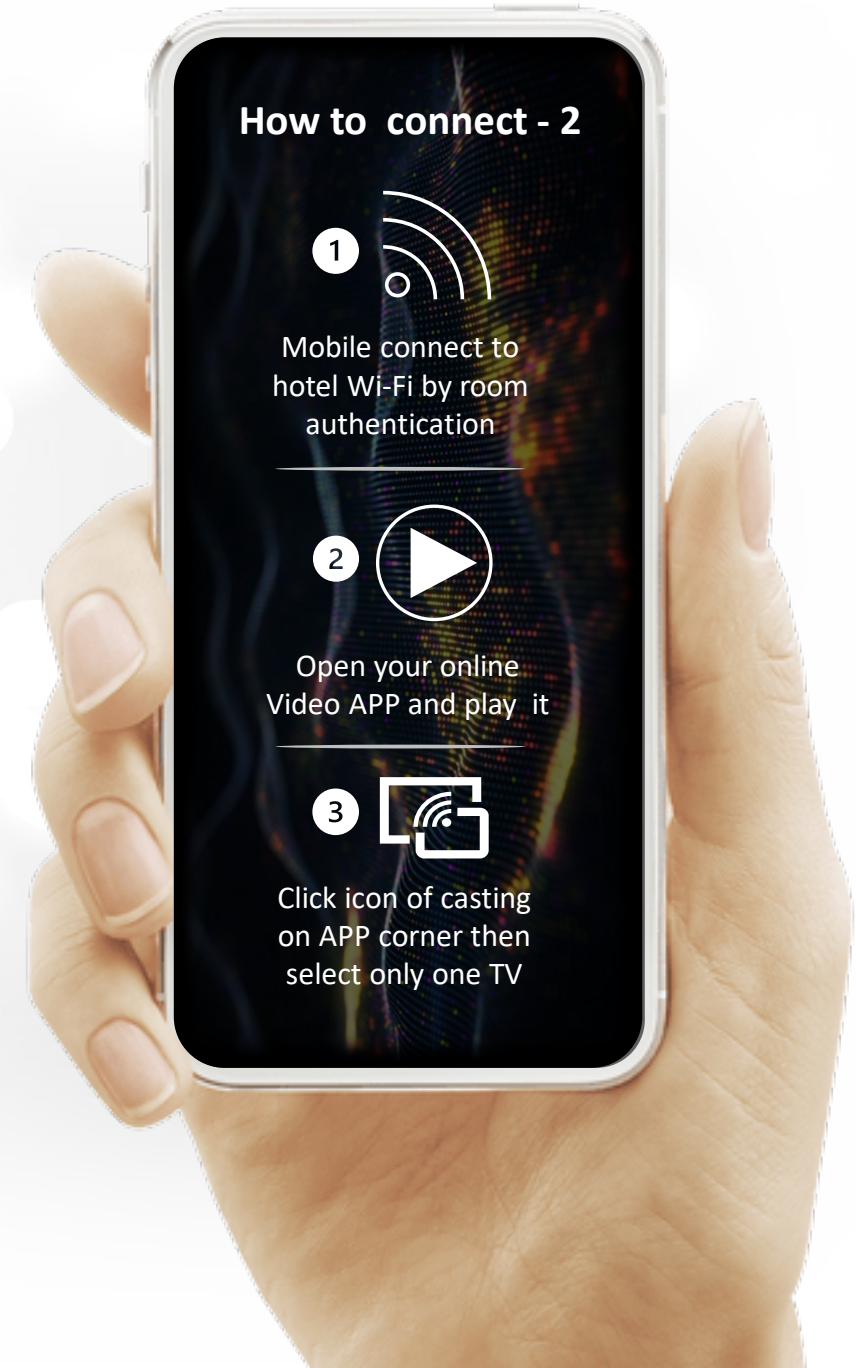# of hotel screen casting experience

By working with LinkBroad gateway, guest may correctly cast
their content to their stayed room TV but not to other room TV

How to connect – 1

1 Mobile connect to hotel Wi-Fi by SMS authentication

2 Mobile to Scan QR code on room TV

3 Open your Online video APP and play it

4 Click icon of casting on APP corner then select only one TV
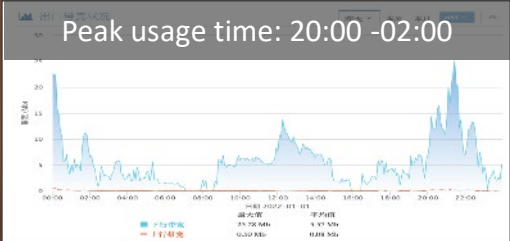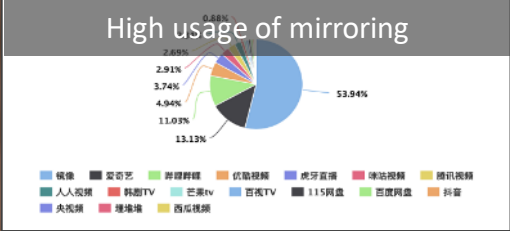
How to connect - 2

1 Mobile connect to hotel Wi-Fi by room authentication

2 Open your online Video APP and play it

**3** Click icon of casting on APP corner then select only one TV

Guest prefer to use their mobile APP to watch video because they are paid member mostly. It's the trend that they wish to cast these content to room TV.

Guest prefer Aiqiyi, Bilibili, Youku, Tencenter, Renren, Mangguo. Guest are their VIP member mostly

High usage of mirroring

Peak usage time: 20:00 -02:00

● Scan QR code (https) once of entire stay for TV binding. Does not need to bind again and again.
● Guest don't have to go to specific menu to enable screen casting function. It works in any place of entire UI.
● Guest can only find and select their stayed room TV.
● Automatically cast to new room TV after room changing. (room + MAC based ACL)
● Feature disabled automatically if guest check out.
● Support all popular APP
● Support IOS and android device
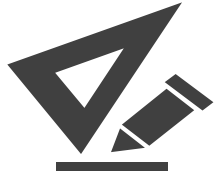
20 years hospitality operation and digital market experience to better support customized hotel sales and promotion content management on TV.
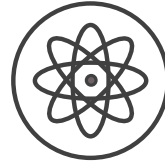
Summarize digital marketing data of TV end including click percentage, stay duration etc. statistic for analysis

Content management team works with hotel PR dept. periodically about TV business then make adjustment for future business improvement

03 **Digital marketing on TV**

In guest room

Guest may understand hotel most updated product promotion and interactive through TV

Guest room IPTV system

Public area digital signage

Digital marketing service

In public area

Guest may understand hotel each restaurant and promotion activities. Display meeting event information of each ball room.

Update to TV UI according to schedule

LinkBroad adjust content and format then confirmed by hotel

Test

LinkBroad & hotel PR make meeting and make content adjustment

Browse content

Guest follow promotion to place order

Hotel summarize sales data. LinkBroad summarize TV side click data.
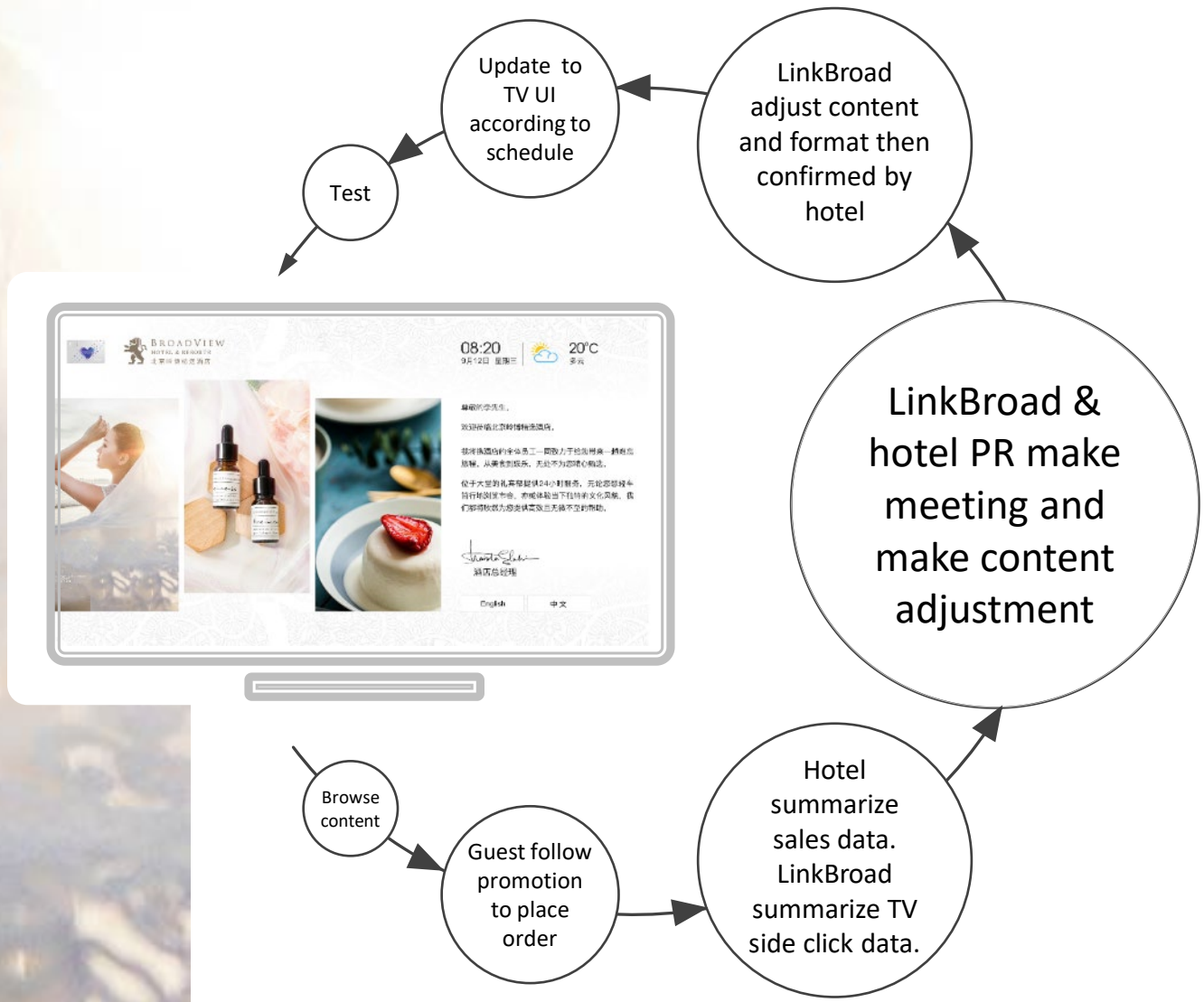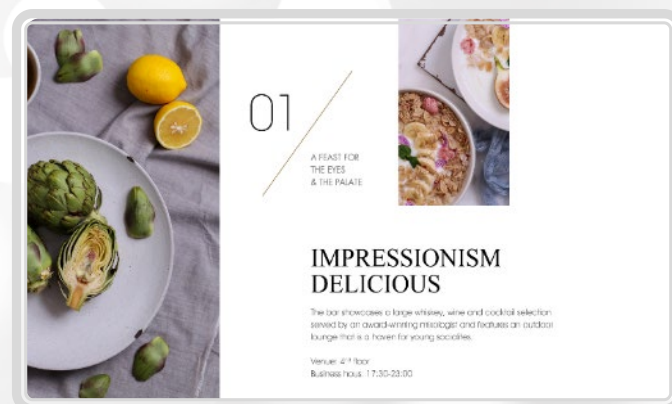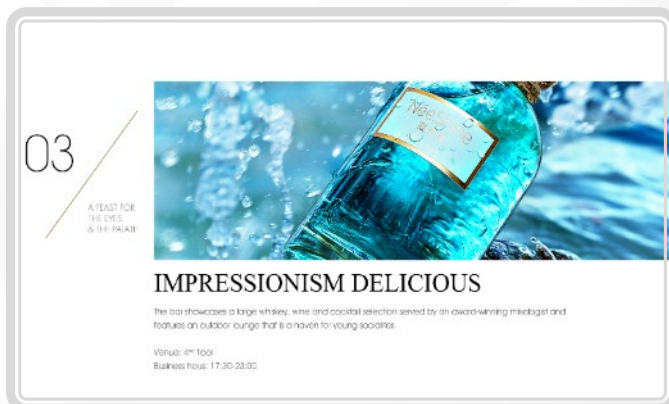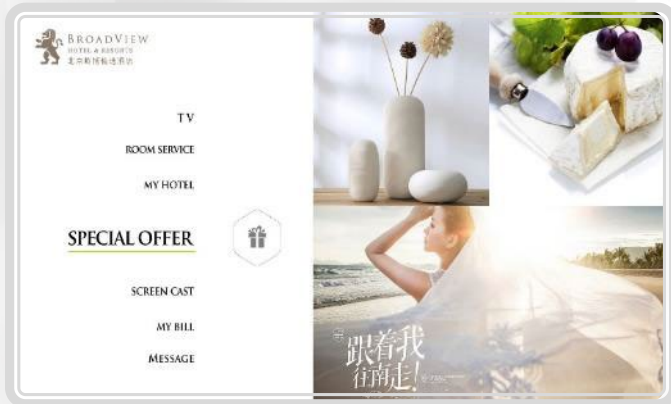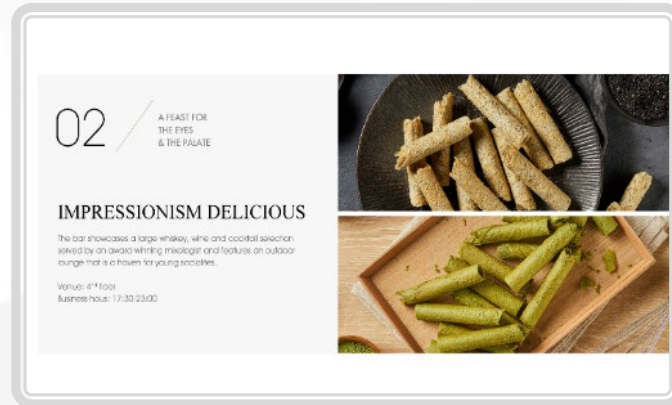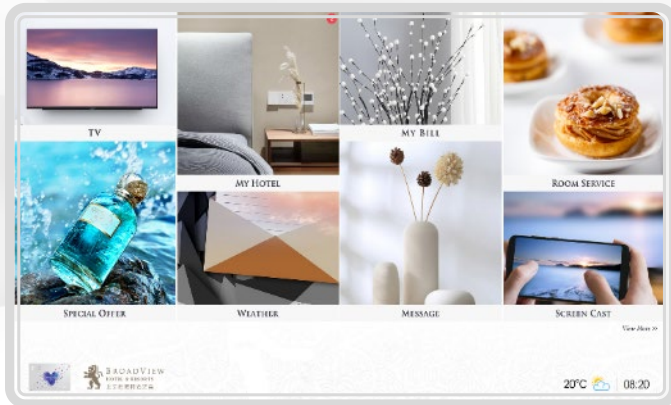
UI design focus on hotel service introduction and promotion content easier display. Attract more guest for digital marketing

Support dedicate information distribution to each TV screen in public area such as lobby, banquet room and restaurant

Every component has it's purpose

Column rank

Show time

Who can see it
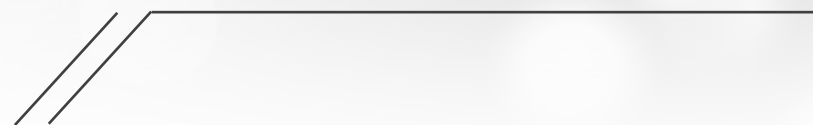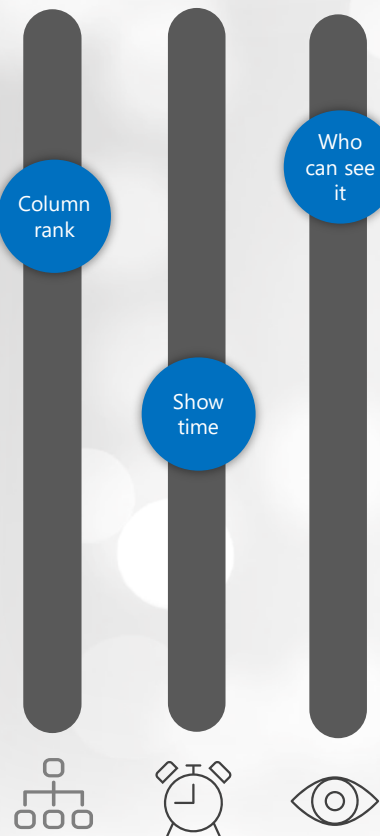
It means there is still how many un-read activities of this type promotion. This number also can be applied to messages, member activities, hotel greetings, etc. in the interface. Always attract guests to click in and check, so as to increase potential revenue

This picture can be clicked directly for detail information. System start to record click percentage and stay duration. We may adjust picture location, appears time and who can see it.

Word content as the promotion title which can be edited from system platform and reset it's display date and time

1 news

2 news

5 news

New SPA package 15%off
(until 5/14)

1 night room free for
Wedding package
(until10/5)

Buy one get one free
(until 10/6)

BROADVIEW
HOTEL & RESORTS
北京岭博精选酒店

20 years hotel experience to make us better activities

Content browse statistic

Detail to be every page / title / picture / column / content

Their click rate and stay duration data are recorded properly

We may know which content is viewed mostly? What activity content is not browsed? Then we will communicate with hotel marketing and public relations department for necessary adjustment for:

Picture / words / rank / how it displayed and when it displayed

We know the growth of these data then increase hotel potential benefits.

Guest may better understand hotel hot information on sale

33%	■ Hotel Information
22%	■ Room Service
15%	■ MemberShip channel
12%	■ Bill Check
8%	■ Facilities
6%	■ Food and beverage
4%	■ Rooms introduction

633	422	298	243	157	109	82
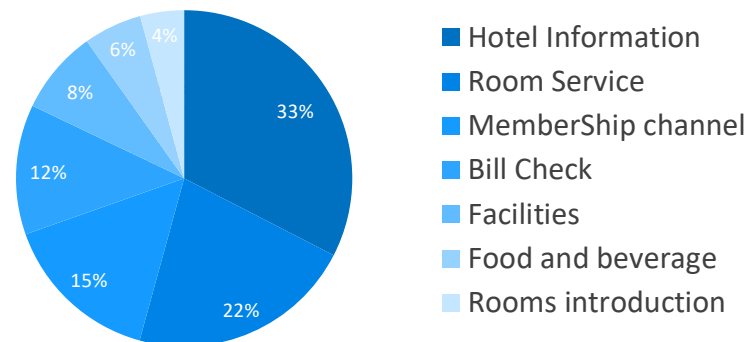
What did the guest browse on the TV in the room?
(the above data is taken from an intercontinental hotel in Shanghai from August 2021 to January 2022)

Online to offline analysis

1. Confirm product /content position and rank
2. Data: Hotel type / hotel location / hotel customer fucus / click rate / stay duration / room type / member or not / group guest or not / business guest or not / click date time / offline expense date / amount
3. Hotel each department order record training
4. Last month data summary of above item"2"
5. Feb business is bad in below sample. After discussion and adjustment, business is getting better in next several month.

   (Below growth is just a sample for better explanation of above work flow)
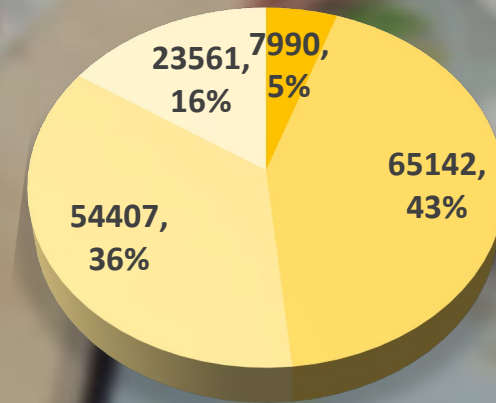

Legend: Click number | Coupon number | Offline usage rate

Month	Click number	Coupon number	Offline usage rate	Breakfast coupon offline used amount
JAN	223	114	51.12%	22572
FEB	108	39	36.11%	7722
MAR	230	164	71.30%	32472
APR	259	197	76.06%	39006
MAY	330	234	70.91%	46332
JUN	399	329	82.46%	65142

Breakfast coupon offline used amount

Pie chart:
- 7990, 5%
- 23561, 16%
- 54407, 36%
- 65142, 43%
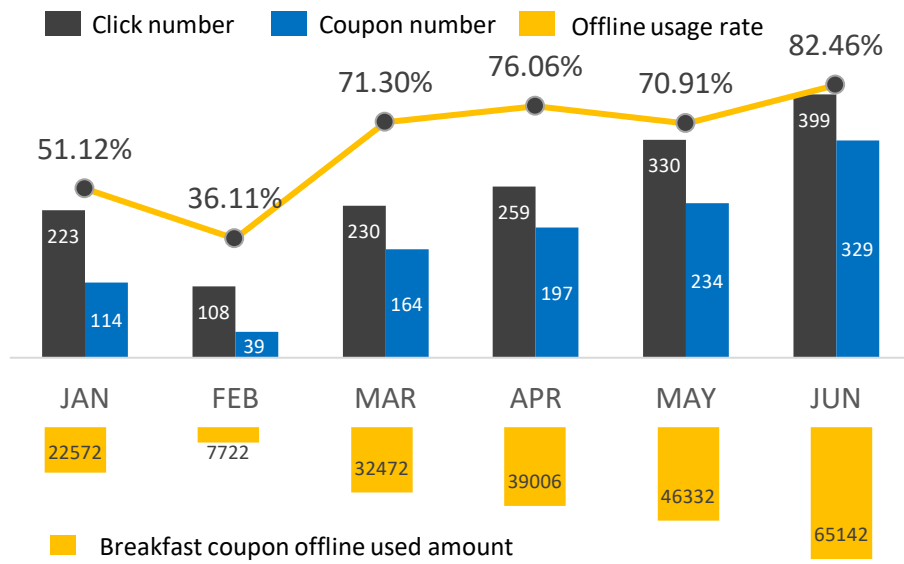
Product A | Product B | Product C | Product D
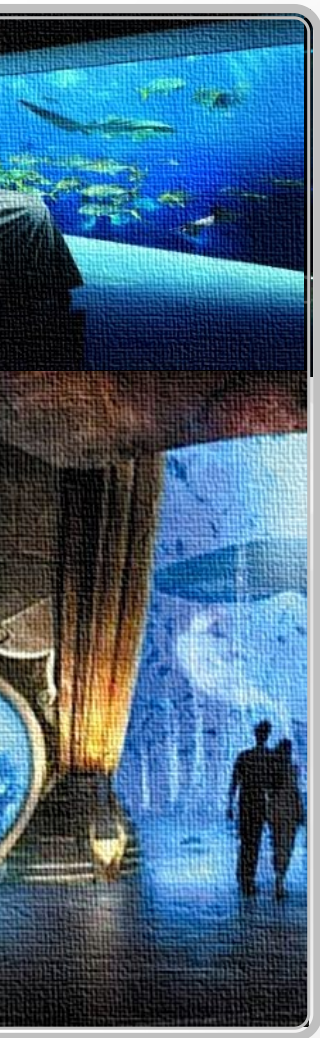
TV content management in public area

Support content change and customization, such as font size, color, back ground, location, etc. Classify, manage and configure contents' speed and frequency of automatic playback.

| Event signage | Real time message | 3rd party integration |

| Content edition | Picture edition | Task manage |

Event and hotel Service information	Weather report
	PPT Video
Real time notification rolling out	

Interface with the third-party to display the required information. Such as weather, date, time, currency exchange rate, stock market, pop-up news etc. Play a role of digital signage to guide guests to the right direction and path.

Multiple way of task Management in public area

Default Task: It will be displayed if there is no other task being assigned.

Timed Task: It will be displayed at appointed time. It should be uploaded to box before displaying.

Urgent Task: display emergency task by ignoring all current tasks.

Solo Task: Directly upload tasks by U disk or wireless hot spot with priority.

Task Approval: It can be set for approval before release to the system
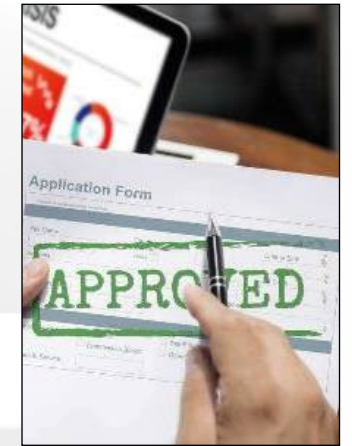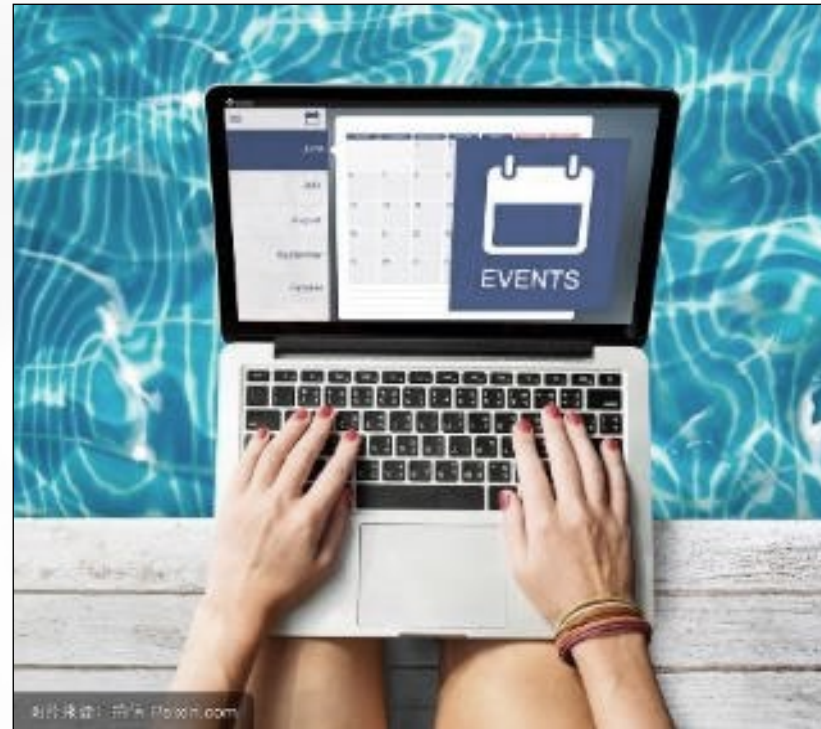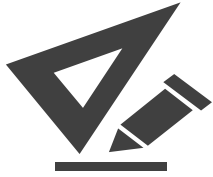
Professional network design for hotel network architecture, equipment and configuration based on confirmed functionality and services

Project manager strictly follow standardized procedure for all product installation and configuration. Provide strict UAT at the view of user

Provide 24*7 content management service, hotline service, onsite engineer and senior account manager service to secure system performance

04 Implementation and service

Broadview IPTV Network diagram

Check item for the project:

- TV brand, model, points of TV and location
- Fiber and ethernet cable and port
- Cable TV and satellite signal check
- Hotel PMS interface and IPTV slot check
- Old IPTV system check (if there is)

Cable TV signal

LinkBroad BroadView Cloud

Satellite TV signal

Backoffice Firewall

Gateway

TV signal coder machine

Coaxial network

Guest network Core switch

PMS interface

Floor switch

······ TV channel data

······ IPTV date

······ PMS data

——— Coaxial network

Smart TV 1

Smart TV 2

Guest room IPTV network
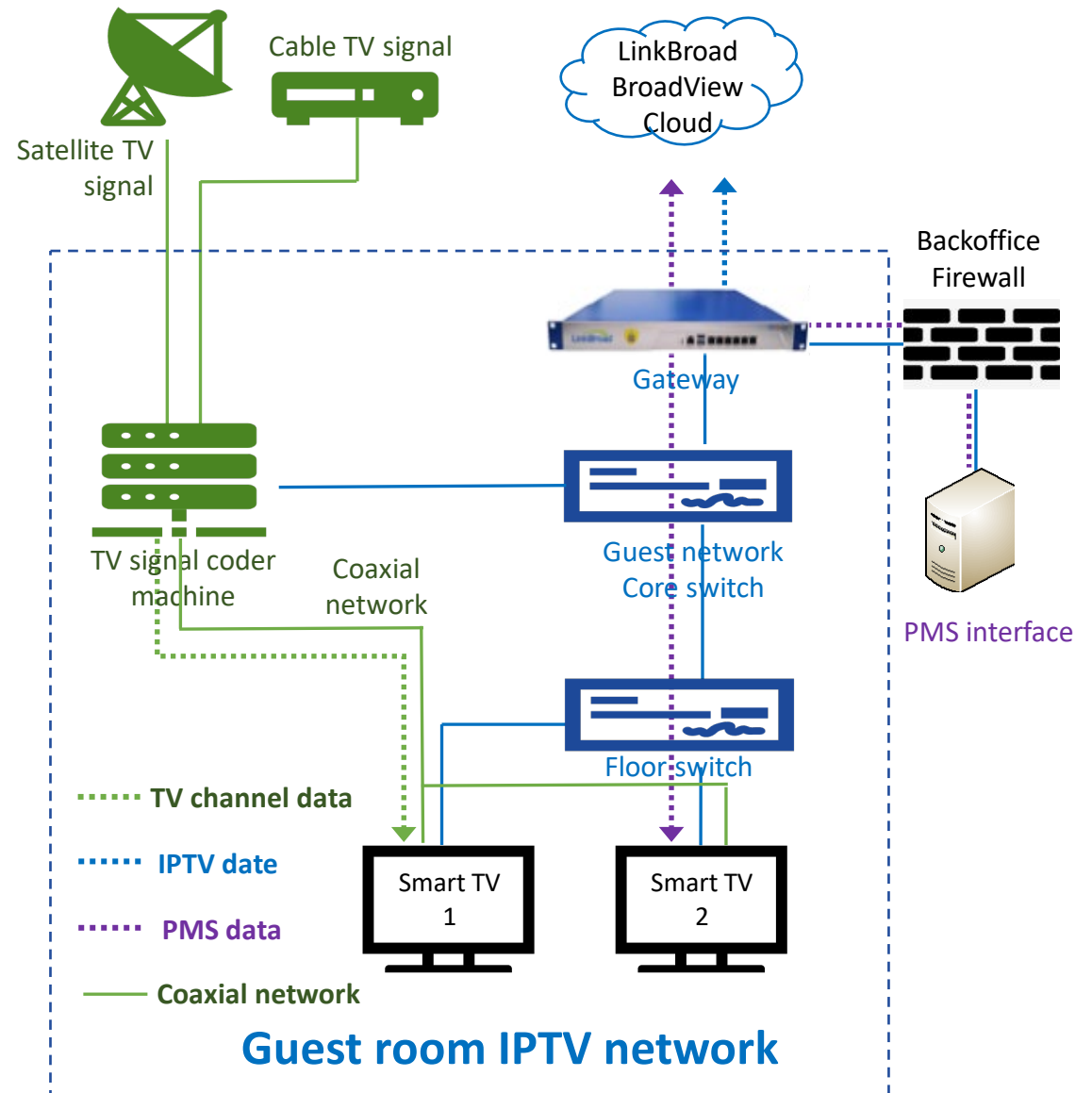
TO BETTER SUPPORT OUR SYSTEM

TOSHIBA

SAMSUNG

TCL

HUAWEI

Hisens

PHILIPS

More brand and model of TV are under testing，(**Skyworth** will be released on April）
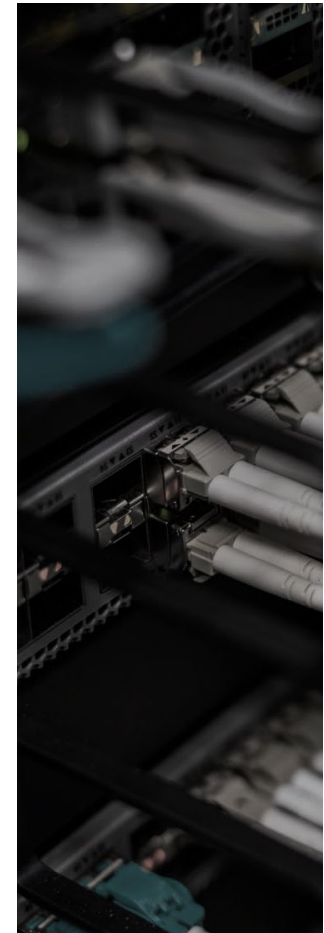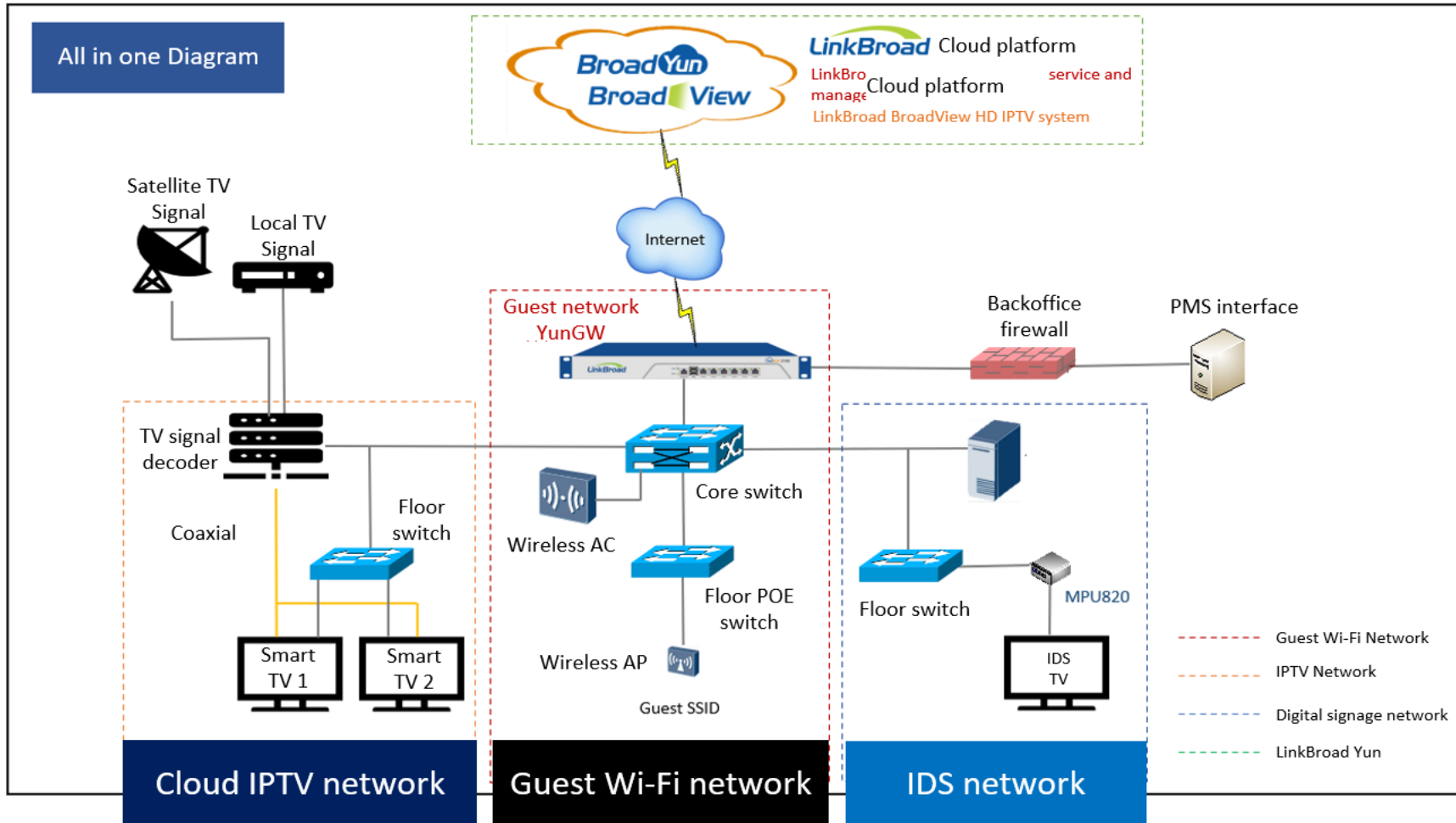
Senior onsite support

24*7 NOC

24*7 content service

SERVICE 24*7

More than 30% of rooms cannot be used normally due to system failure	Severity 1	4 hours
10% - 30% of rooms some features or content cannot be used normally	Severity 2	8 hours
Below 10% of rooms some features or content cannot be used normally	Severity 3	12 hours
System performs normally but require onsite configuration or content update	Severity 4	24 hours

- 24*7 technical support
- System patch updating
- Configuration adjustment
- Onsite support
- Performance monitoring
- Content management

WORK FLOW
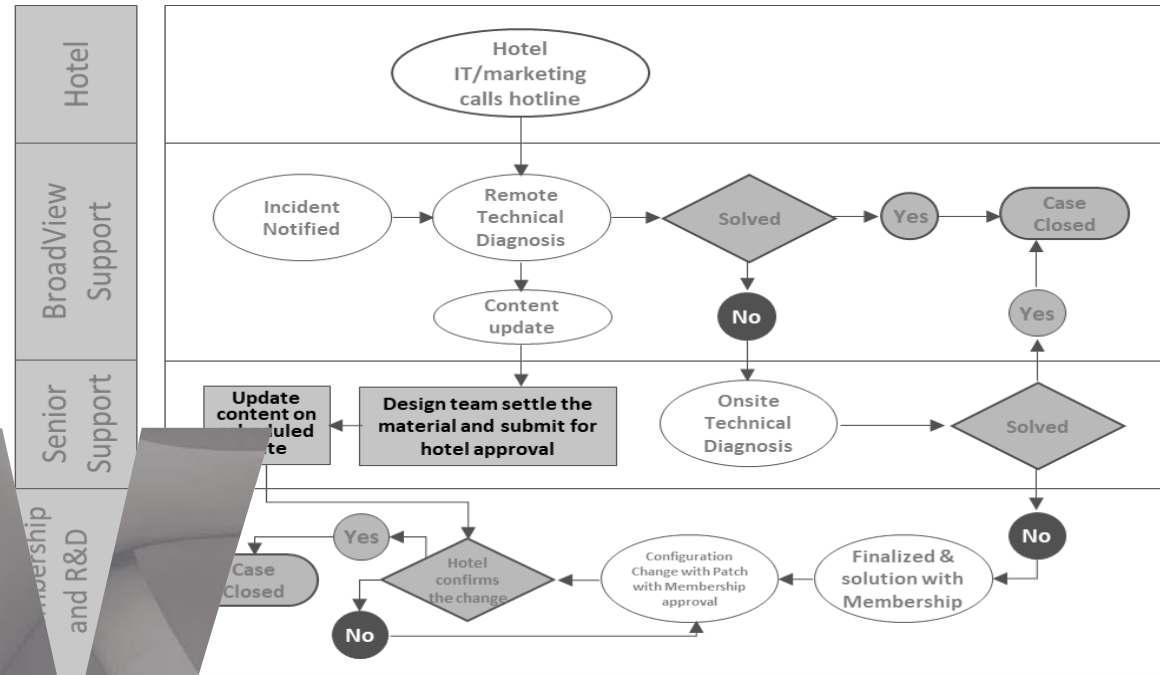
Effective and strict content management

15 years experience in the hotel industry, the professional content design team provide update of a promotion content in 4 hours at the fastest. There is a strict internal and external content release preview and approval process. No limits of content update updating service within service period.

Content management center

Online support for content design and updating

Content management

TV usage tech support

Failure resolution

24 * 7 * 365 Chinese / English language call center can quickly solve problems from the hotel about the use of the system. Some related application problems, such as interactive system operation, column content interpretation, screen casting, content inquiry. As well as from the hotel staff on the system hardware, software, failure, performance status and processing. Provide a senior and professional content operation team to help LinkBroad account manager and the hotel marketing and public relations department to adjust the content configuration and typesetting. Provide more suggestions and digital marketing solutions for hotel promotion. Keep tracking until the hotel gets better revenue
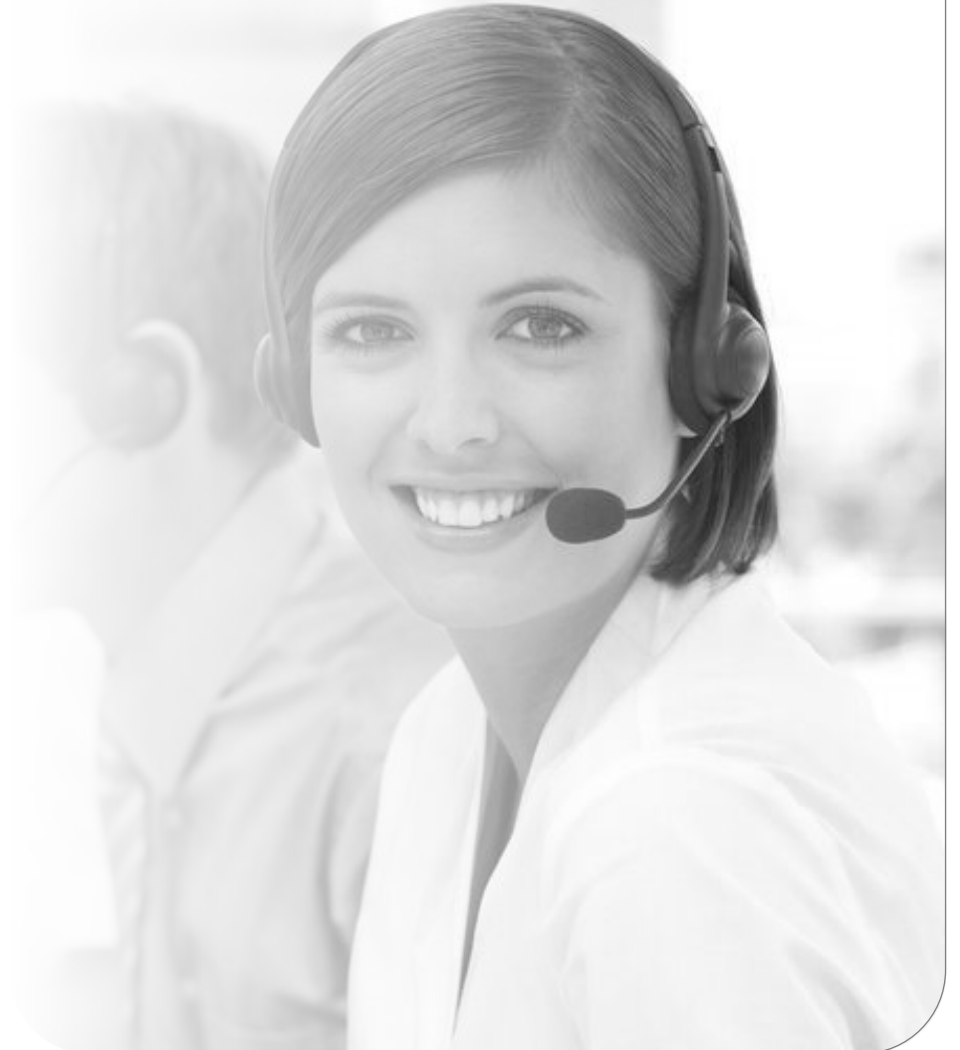
Network operation center

IPTV network failure monitoring

Network failure alarm

Partner coordination

Network contingency

Complete the installation and integration of network equipment of IPTV system. At the first time, monitor and alarm for system failure, network disconnection, offline of key equipment, interruption of system process communication and abnormal operation of IPTV. Inform hotel staff through mobile phone, email and telephone then carry out fault recovery. Be responsible for coordinating with third-party suppliers to jointly deal with special problems and formulate emergency plans.

Onsite engineer support

Network incident and hardware maintenance

Schedule Onsite support

Training and improvement

Hardware maintenance

Senior on-site technical engineers distributed in various regions can provide on-site services within the time specified in the SLA. If the hotel system fails or the problem cannot be solved remotely, the engineers will go to the site to repair the failure and make necessary system function configuration adjustments. At the same time, complete the network hardware maintenance. Regularly provide training on system use and common problem handling for relevant departments of the hotel, so that the whole system can run smoothly and stably all the time.
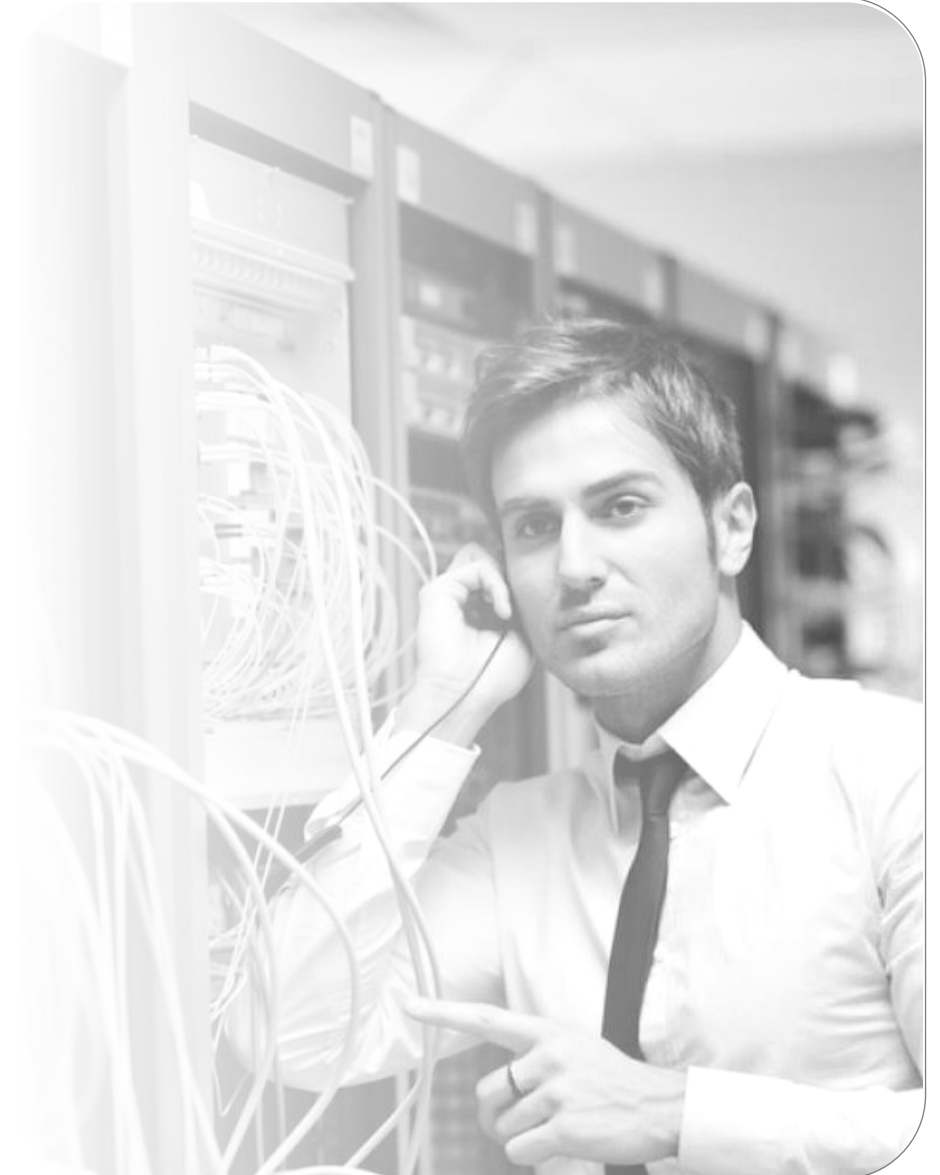
Senior account manager service

Improve satisfaction by regular meeting

Dedicate account manager

Periodical meeting

Business improvement

Senior Account Manager shall have regular meetings with hotel management team to report the performance of the system and service, including feed back of hotel guests regarding system functionalities and service quality. After fully understanding the needs of the hotel and the marketing and public relations department for content and promotion, be able to coordinate the content operation department to adjust the content configuration and layout, and provide more digital marketing suggestions and solutions, and continue to track until there is better revenue.

Below are some hotel reference

Sheraton Guangzhou Aoyuan

Niccolo Suzhou

Jinlin Hotel Beijing

InterContinental Raffles Chongqing

JW Marriott Oriental Shanghai

Raffles Hotel Pengrui Shenzhen

Marriott Yanqing Beijing

JW Marriott Ronghai Xian

Dusit Thani Manila

Holiday Inn Express North City Linyi

Marriott Lizhi Foshan

Holiday Inn Express Xiaguan Dali

Holiday Inn Express Fanyu Guangzhou

Holiday Inn Express Dongli Tianjing

Xinsu East Mountain Resort hotel

Sheraton Beihai Guantoulin

Sheraton Zhaoqing

Holiday Inn Express Kangqiao Shanghai

System function and features		Luxury hotel	Full service hotel	Full function hotel
1	HD TV signal migration	✓	✓	✓
2	Open video / Auto turn on	✓	✓	✓
3	Welcome portal (Standard/Birthday/Group)	✓	✓	✓
4	Hotel F&B / facilities introduction	✓	✓	✓
5	Weather and Trou information	✓	✓	✓
6	Guest device secured screen casting	✓	✓	✓
7	Message / notification	✓	✓	✓
8	TV for WeChat Wi-Fi (Require LinkBroad gateway)	✓	✓	✓
9	Bill check (PMS interface required)		✓	✓
10	Room service ordering		✓	✓
11	Electric program guide of TV channel		✓	✓
12	Membership integration and welcome portal		✓	✓
13	Dedicated member's portal and express function		✓	✓
Optional	Video on demand			✓
Optional	Digital signage distribution system in public area			✓
Optional	TV signage in guest room			✓
Select 1 of 2	System hardware/software + unlimited times content updates and digital marketing account manager service			✓
	System hardware/software + 10 times content updates	✓	✓	