



Smart-TV Programming Services

Philips MediaSuite TV

Smart TVs with innovative features and outstanding quality are just the beginning.

Welcome to the age of home-to-home entertainment, including the hospitality industry. For the first time in TV's 100-year history, streaming surpassed broadcast and cable total usage in May 2025, a 71% increase since 2021 (Nielsen Media Research, The Gauge - Total TV and Streaming Snapshot report, June 2025).

AI BOT WORX Smart-TV Programming Services is based in Dallas, Texas, and specializes in Philips MediaSuite TV implementations for over 85 hotel brands in the United States. The company utilizes a three-phase standardized project plan.

The following are the advantages of the Philips MediaSuite TV for hotels and their guests.

Advantages for Hotels

Enhanced Guest Experience and Brand Loyalty: A highly personalized and convenient entertainment system can significantly improve guest satisfaction, leading to better reviews and repeat business.

Efficient and Centralized Management: Philips' CMND & Control platform remotely manages all TVs on the network, including software upgrades, updating channel lists, and managing Subscription Video on Demand (SVOD) apps without entering each guest room. The Philips CMND & Control platform supports many PMS platforms for secure integration.

Increased Revenue Opportunities: The Smart TVs can be used to promote on-site services, special offers, and local partnerships, potentially generating additional revenue.

TVs - Group Management: Rapidly setting up new TVs by cloning settings from a master TV and managing groups of TVs with different configurations (e.g., a "premium" tier for specific rooms).

Branding: The Philips Smart TVs can be programmed to align with hotel brand standards, including the promotion of hotel rewards programs and a customizable "Hotel Channel."

Data-Driven Decisions: Analytics tools can be implemented to monitor what content is being watched. This helps make informed decisions, such as eliminating unpopular channels and tailoring offerings to guest preferences, reducing costs.

No External Hardware: Built-in Chromecast and other features eliminate the need for costly external devices like set-top boxes or dongles, reducing hardware costs and theft risk.

Improved Security and Privacy: The automatic deletion of guest data upon check-out ensures compliance with data privacy regulations, providing peace of mind for the hotel and its guests.

Artificial Intelligence (AI) Technology: Supports QR code integration of Canary Technologies' AI-driven Guest Services for accessibility from guest smartphones.

Future-Proof Technology: The Android-based system allows for regular software updates, ensuring the TVs remain technologically relevant and compatible with the latest apps and features, reducing the need for frequent hardware replacements.

Advantages for Guests

Personalized Entertainment Experience: With Philips MediaSuite TVs, guests can enjoy a "home-from-home" experience. With built-in Chromecast and secure data management, they can easily and wirelessly cast their own content (movies & shows) from their devices to the TV.

Access to Streaming Services: Philips MediaSuite TVs support pre-installed Streaming Video on Demand (SVOD) apps, allowing guests to easily log in to their personal accounts for services like Netflix, YouTube, YouTube Music, Disney+, Amazon Prime, Apple TV, HBO MAX, Roku TV, and others. All personal data, including login credentials and viewing history, can be automatically and securely erased.

Intuitive and Familiar Interface: The TVs are powered by the Android TV platform, which many guests are already familiar with. This makes navigation and finding content easy and seamless.

Customized Welcome and Information: The hotel can use the TVs to display personalized welcome messages, provide information about hotel amenities (dining, spa, room service), and promote local attractions. This enhances the guest experience and can serve as a convenient, interactive concierge.

Multilingual Support: The user interface can be set to the guest's preferred language, making the experience more comfortable for international travelers.

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