

Case study



Best Western Olive Hotel

The Exterity IPTV System Provides Comprehensive Video Experience to Best Western Olive Hotel Guests in Bahrain

The Best Western Olive Hotel is located in the heart of the thriving Juffair Bay area, a mere 10km from Bahrain International Airport. It offers 151 rooms, including 18 suites, alongside world class fine dining and spa facilities in the 4 Star Best Western Plus hotel. As its clientele combines business and leisure travellers, its video catalogue needs to offer international entertainment and news catering to a wide range of interests.



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The challenge

In order to establish itself as one of Bahrain's most popular resorts, the Best Western Olive Hotel needed to provide a video infrastructure that offered a premium experience to its guests. To ensure that its video services to guests and staff was of the highest quality, the hotel deployed an Exterity professional IPTV system which sits on top of the corporate IP network alongside CCTV and Public Address (PA) services.

As guests expect the highest level for all hotel services, the Best Western Olive Hotel had to ensure that its IPTV system was of the highest quality. The Best Western Olive Hotel is also home to both local and international visitors, meaning that the IPTV User Interface (UI) needs to support both English and Arabic.



The solution

In order to enable its guests to access content in the language of their choice, the hotel worked with leading systems integrator Paragon Systems & Projects Bahrain, who specified and deployed an upgraded Exterity IPTV system comprising 250 AvediaPlayer receivers and the latest version of the Artio middleware. The latest version of AvediaServer has been upgraded with Artio to provide all the latest hospitality services, such as concierge services and the integration of 24-hour access to premium Pay-TV channels, as well as support for Arabic.

Artio middleware has been tailored for the hospitality market in order to provide a single platform for all IP-based communications and video consumption. Based on the latest best practices for user interfaces, Artio now displays a new overlay menu on top of content, so guests do not have to navigate away from their entertainment to interact with some of the other new features. On-screen services such as mailbox messaging, room service, food and beverage ordering, taxi booking, laundry services and baggage pick up. These features improve the hospitality vendors' ability to communicate with guests, generate revenue from Pay-TV and in-room sales of hotel services. It also helps IPTV system administrators have a clear view of all network activity, as well as increase the responsiveness of the services provisioned through the system.

The result

The Best Western Olive Hotel can now deliver services that are integrated with a high-performance channel list and an extremely responsive Electronic Program Guide, ensuring that usability is seamless for guests. The Exterity IPTV system enables the Best Western Olive Hotel to offer blockbusters as well as regional content, live news and international TV channels. The new update also supports Arabic, a critical feature for hotels in the region.

“The installation at the Best Western Olive Hotel has close to zero downtime, demonstrating the robustness of the Exterity IPTV system,” said Colin Farquhar, CEO, Exterity. “Being able to rely on an efficient and flexible IPTV system is crucial in ensuring customer loyalty, a key feature for prime hotels in a competitive market such as the Middle East. The Artio middleware update for AvediaServer ensured that the hotel continues to offer premium video services that entertain guests and ensures that they return.”

“We pride ourselves in our ability to offer a world class hotel to visitors from across the globe and deploying an Exterity IPTV system was part of our strategy to offer the latest entertainment to our guests. This upgraded deployment allows our customers to unwind, relax and immerse themselves in the resort, so they can enjoy the experience to the fullest,” said Dr. Varghese Kurian, the Group MD of Al Namal Group of Companies, who owns Best Western Olive Hotel in Bahrain, and Mr. P.R. Venugopal, Project Manager of Paragon Systems and projects in Bahrain, the hospitality specialists in the Kingdom.

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About Exterity

Since 2001 Exterity has been designing, developing and manufacturing technically innovative products that deliver networked video over IP to some of the leading organizations across the globe. These organizations choose Exterity products because they want the best, because they demand excellence.

Enabling distribution of HD quality TV and video over enterprise IP networks to an unlimited number of end points, Exterity solutions support large volumes of content and receiving devices without compromising system performance or availability.

Highlights

- Deployed in over 40 countries
- Scalable solutions for organizations of any size and across any sector
- Unique industry leading features and market specific application

Headquartered in Scotland UK, we extend our global reach through our offices in Atlanta, London, Paris, Munich, Dubai, Hong Kong and Johannesburg. Localized knowledge and expertise is enhanced through the Exterity StreamForce program of credible, technically innovative partners, plus an extensive network of in-country resellers and distributors.