

Case study



The Grand Hotel Jersey

The Grand Hotel Jersey Goes Back to the Future with Exterity IPTV solution

This luxury four-star hotel originally opened in 1890 and today delivers high-quality in-room entertainment to guests with a scalable Exterity IP video system.

When the 123 bedroom Grand Hotel Jersey underwent a full refurbishment in 2006, the hotel required a comprehensive in-room entertainment system that would not only deliver top-quality viewing experience, but do so in a way that compliments the hotel's striking architecture and futuristic ambiance. An Exterity IPTV solution delivers high-quality TV, video, and radio over the same network that provides guest internet access, avoiding the need for an additional, traditional coaxial distribution system. The system offers superior quality and reach, reduces operating expenses, can easily be expanded to accommodate growth, and gives the hotel a better return on its network investment.

The challenge

Guest amenities are an important part of achieving a four star rating, and the Grand Hotel Jersey required a comprehensive in-room entertainment system that would not only deliver top-quality viewing experience, but do so in a way that compliments the hotel's striking architecture and futuristic ambiance, without detracting from the hotel's long and refined heritage..



“We wanted a solution that would give our guests a futuristic multimedia experience. Exterity network IPTV has achieved this, and is completely in tune with the hotel’s innovative look and feel.”

Hotel Management, Grand Hotel Jersey

“Guest expectations are high in a luxury hotel, and from the very beginning, it was a priority for the management team that guests could have a truly multimedia experience in their rooms,” said a spokesman from the hotel. “The Grand Jersey has a contemporary design and striking architecture and we wanted this innovative feel to translate to each room, providing guests with a futuristic in-room experience.”

When planning the refurbishment, it soon became obvious that a traditional coaxial TV distribution system could not support the hotel’s determination to provide a 21st-century multimedia experience to guests. Such systems suffer signal degradation from long cable runs, which cause ghosting and picture breakup. Given the ubiquity of home DVD players and their high-quality pictures, this would be totally out of tune with guest expectations of a luxury resort.

Moreover, such systems make it very difficult and expensive to add more channels. They are also costly to maintain, quite subject to electrical interference and physical damage to the cables, and can provide only standard television. Finally, since guests expect Internet connectivity in their rooms, the coaxial system represents a duplicate network, with consequent additional capital and operational expenses.

The result

Guests in any of the Grand Hotel Jersey’s 123 rooms can now access a variety of channels from the comfort of their own suite. They can choose between watching the news, the latest movies or listen to a variety of music channels available 24 hours a day at the touch of a button, enhancing their in-room experience.

The system is future-proof and scalable virtually without limit. Extra channels and on-demand videos can easily be added at any time, and additional displays such as TVs, projectors and PCs can be installed without additional cabling or any impact on picture quality.

“Exterity has many years of experience working with hotels to help them provide cutting-edge guest entertainment systems,” says Colin Farquhar, CEO, Exterity. “In today’s economic climate, hotels must work harder to attract guests and retain loyalty. Offering a wide range of entertainment and business internet facilities can help achieve this. Exterity IPTV systems mean that whatever the size of hotel, it can provide top-quality in-room TV, improving the guest experience.”

Grand Hotel Jersey Goals	Exterity Solution	Grand Hotel Jersey Benefits
<ul style="list-style-type: none"> • Deliver high-quality TV, video, and radio to guest suites • Avoid need for obsolete, redundant coaxial TV distribution system • Enable easy scalability for growth 	<ul style="list-style-type: none"> • End-to-end IPTV solution to distribute TV, video, and radio over same network that delivers guest internet access • Head end devices to inject TV and video channels into network as standard MPEG streams • IPTV receivers to enable guest room TVs to connect to network • Power over Ethernet capability to simplify installation of IPTV receivers • Remote management of system by supplier 	<ul style="list-style-type: none"> • Delivers luxury multimedia experience to guests that matches hotel’s futuristic ambience • Integrates TV and video distribution with data network for easier management and maintenance, lower operational expenses • Delivers broadcast-quality TV and video to any number of users • Easily scales to support expansion and new facilities • Can add users and channels without service disruption • Makes most efficient use of network bandwidth, increases return on network investments

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.