



THE FIRST CANOPY HOTEL BY HILTON DEPLOYS HIBOX SMARTROOM

Canopy is the latest addition to the Hilton family of hotel brands. Focused on lifestyle and positive experiences, the first Canopy hotel in the world opens in Reykjavik, Iceland in June 2016. The new hotel is a franchise operated by Icelandair Hotels. Thanks to a centralized hosting solution, Icelandair Hotels was able to easily deploy Hibox Smartroom as the in-room TV system for the Canopy hotel.

"It has been our objective to meet the demands of an increasingly technically-aware customer base by utilizing all the latest innovations in hospitality technology, while simultaneously streamlining and simplifying our IT infrastructure. The Hibox Smartroom solution has proven to be extremely adaptable to new features and offers all the necessary components for a large chain that operates multiple hotel properties. With this new addition to our family of hotels we were able to effortlessly add value to an already prominent hotel brand", says Gunnar Sveinsson of Icelandair Hotels Group.

"Icelandair Hotels has really embraced our philosophy of cloud-hosting multiple hotels on the same server, even with different brands. This is a great example of how web technologies can be used efficiently by hotel chains. We're very proud to provide TV services to the first Canopy by Hilton in the world" says Mathias Johnson, Product Manager at Hibox Systems.

The Hibox Smartroom service is brought to Iceland by **Feris ehf**. Feris brings together Iceland's best know-how on audio/video technology for businesses.

About Canopy by Hilton

Canopy by Hilton is the energizing, new hotel in the neighborhood offering simple guest-directed service, thoughtful local choices, and surprisingly comfortable spaces, so guests simply feel better going forward. Each property is designed as a natural extension of its neighborhood, with local design, food and drink, and delivers a fresh approach to hospitality and the guest experience. Canopy by Hilton is the lifestyle hotel brand of Hilton Worldwide.

About Icelandair Hotels

Icelandair Hotels is a leading chain of quality hotels in Iceland. Whether you want to enjoy the natural beauty of ancient historical sites, take part in outdoor activities or experience the cultural life of the south, north, east and west of Iceland, we always offer first-class facilities and excellent service. We also operate Hilton Reykjavik Nordica, the seasonal hotel chain Hotel Edda, Canopy Reykjavik City Centre and the Laugarvatn Fontana Geothermal Baths.

About Hibox Systems

Hibox Systems is a global provider of advanced interactive information and entertainment solutions for consumers and commercial applications. Hibox middleware platform has been successfully deployed for IPTV and OTT use by hotels, ISPs and broadband providers, along with healthcare facilities. Hibox Systems is headquartered in Finland with an international business development office in Vienna Austria.

Further Information

Staffan Granholm, CEO, Hibox Systems Oy Ab
Email: staffan.granholm@hibox.tv