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## **Hibox Systems launches Smartroom.tv – A new Online TV Solution for Hotels**

Hibox has developed a new online TV solution for hotels with Smart TV's. Smartroom.tv is based on a SaaS model with monthly subscriptions and can be trialed for one month free of charge. The minimal amount of hardware needed, the quick setup and the flexible customization possibilities make Smartroom.tv an optimal choice for hoteliers in need of a cost efficient and easy-to-use online hotel TV solution.

### **A totally new business model**

A hotel can sign up online and try the service one month free of charge. The service comes with no initial start-up costs and does not commit the hotel to any long-term contracts. Smartroom.tv can be cancelled at any time, which makes it a safe choice for any hotel that wants to utilize powerful technology with no strings attached.

### **How it works**

With Smartroom.tv a hotel equipped with smart TV's can have a TV solution up and running in the rooms in no time. Unlike a traditional hotel TV setup that requires equipment and physical servers installed in the hotel's premises, Smartroom.tv is provided via internet and no additional hardware is required. This makes Smartroom not only cost-efficient, but also an environmentally friendly solution. The hotelier can make changes to information, content and settings from anywhere using a web based administration tool.

### **Additional benefits for the hotel**

The ability to create a hotel TV user interface branded with the hotel's own graphical elements increases the brand awareness among guests. Smartroom.tv also makes it possible to promote own products and services directly on the TV screen in order to increase the average guest spending per stay. Furthermore the service offers the hotel new revenue models as it is possible to sell advertising space to external partners such as restaurants and car-rental companies nearby.

### **About Hibox Systems**

Smartroom.tv is provided by Hibox Systems, a global provider of advanced interactive information and entertainment solutions for consumers and commercial applications. Hibox has years of experience of developing and deploying middleware platforms for IPTV and OTT use by hotels, ISP's and broadband providers, along with healthcare facilities, ships and offshore oil platforms. Hibox is headquartered in Finland with an international business development office in Vienna, Austria.

### **Further information**

For further information visit [Smartroom.tv](http://Smartroom.tv)