



## HIBOX COMPLETES INTEGRATION OF SMARTROOM HOSPITALITY SOLUTION WITH ANDROID OS BASED PHILIPS SMARTTVS

**Turku, Finland – May 10th, 2017** — Philips Professional Display Solutions (PDS) and Hibox Systems have announced the successful integration of the Hibox Smartroom solution with the full range of Philips' Android based Smart TVs.

The integration of Hibox Smartroom with Philips Android based Smart TVs will allow hospitality facilities to easily offer bespoke and powerful yet affordable global solutions for interactive TV services while providing customer access to the world's largest software development platform - with the possibility of selecting from thousands of Android games and apps including Youtube, Spotify, Twitter and Facebook.

The Hibox solution is fully customizable, allowing the hospitality facilities to create their own unique offering under their own branding. Control and usage monitoring is also easy thanks to an intuitive, web-based administration interface.

Commenting on the new partnership Mikael da Fonseca of Philips PDS said: "We have created a very exciting package that includes our unique implementation of the Android OS with TVs offering the highest performance and the best in design. Our partnership with Hibox deliver state of the art professional TV solutions at reduced Total Cost of Ownership while delivering superior performance, control, flexibility and customisation'.

"The Hibox Smartroom platform and the new innovative SmartTVs from Philips are a great match," says Staffan Granholm, CEO at Hibox. "There is a strong demand in the global hospitality market for integrated solutions that enable hotel guests to have their own content available on the hotel TV. We see an immediate interest in the new models by Philips, as both companies are making great projects even better with lower life-cycle costs and future-proofed technology."

### Notes for editors:

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## About Philips Professional Display Solutions

Philips Professional Display Solutions is operated by TP Vision and MMD, subsidiaries of TPV established in 2009 through a brand license agreement with Philips. TP Vision and MMD exclusively market and sell Philips commercial displays and Philips monitors worldwide. By combining the Philips brand promise with TPV's manufacturing expertise in displays, TP Vision and MMD use a fast and focused approach to bringing innovative products to market. TP Vision and MMD operate with their Global headquarters in Amsterdam, the Netherlands.

## About Hibox

Hibox Systems is a global provider of advanced interactive information and entertainment solutions for consumer and commercial applications. Hibox designs and delivers TV solutions for a wide range of industries including: telecom operators, media companies, hotels, hospitals and cruise ships. Hibox is privately owned with headquarters in Turku, Finland.