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HTL Welcomes the Guests' Own Digital Content with Smartroom.tv

HTL Hotels, a new innovative hotel concept, selects Smartroom.tv by Hibox Systems as an integral part of a seamless digital experience for a new generation of travellers. The centrally located HTL hotels welcome its guests with rooms that are comfortable, smart and carefully designed in every detail. The first 274 room hotel opened its doors in Stockholm the 2nd of May 2014. HTL has global ambitions and the plan is to have 20 HTL up and running in major Nordic cities within five years.

The rooms in HTL Hotel are equipped with Samsung LED TV's running the Smartroom.tv hotel TV solution. The TV's user interface utilizes a graphically intuitive grid layout displaying everything a guest needs. With Smartroom.tv the hotel offers a comprehensive city guide with tips on local restaurants, cafés, shopping and nightlife as well as astonishing pieces of art on screen.

Encouraging Guests to Bring Their Own Content

One of the most prominent features expected to receive gratitude by guests is wireless screen mirroring. The guests can stream content directly from their own devices to the TV. For example, the guests can stream music or movies from online services such as Netflix or YouTube, or watch their own photos and videos on the 40" TV screen in the hotel room. The TV transitions seamlessly from the hotel portal to a screen mirroring state that allows guests to pair their iOS, Android and Windows 8.1 devices with the TV over Wi-Fi.

"By allowing guests to enjoy their own content on the large TV screen, HTL brings the digital experience in the hotel environment to the same level as at home", says Mathias Johnson, Product Manager of Hospitality at Hibox Systems. "This is in line with our philosophy of empowering the user. HTL has embraced the latest technical trends and transformed the guest experience with great taste."

About HTL Hotels

HTL Hotels is an innovative new hotel concept that will be a suitable alternative for the new generation of travellers who besides searching for great location, quality and price also value personalized and an all-around simplifying digital experience. Only what's necessary and only the best. Find out more on: htlhotels.com/about-htl/

About Smartroom.tv

Smartroom.tv is an online hotel TV solution designed for SmartTVs using a wired or wireless internet connection. The customization possibilities, the quick set-up and the minimal amount of hardware needed is what makes Smartroom.tv an optimal choice in terms of simplicity and ease-of-use.

For more information: www.smartroom.tv

About Hibox Systems

Hibox Systems is a global provider of advanced interactive information and entertainment solutions for consumers and commercial applications. The Hibox middleware platform has been successfully deployed for IPTV and OTT use by hotels, ISP's and broadband providers, along with healthcare facilities, ships and offshore oil platforms. Hibox Systems is headquartered in Finland with an international business development office in Vienna, Austria. Since December 2007, the company has been part of Anvia Group, a growing ICT-group with 738 employees and a turnover of 115 MM € in 2012.

Further information

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