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Let me entertain you!

With technology advancing by the minute, hoteliers and designers are having to look ahead to expand and futureproof their in-room entertainment offering. According to Pammi Mudhar, B2B Sales & Marketing Director at Samsung Electronics Europe: "The hotel experience must match up to, if not exceed, the quality of technology guests are used to experiencing at home." This was backed up by recent research that showed 66% of travellers said the standard of in-room entertainment played "a major part" in their hotel choice. Here is the latest range of products and services designed specifically for the hotel market.

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1 PHILIPS

Philips has launched its UltmateHD viewing experience, an end-to-end platform on which hospitality businesses can build an HDTV system to meet their needs. Amongst the many end-user insight-driven innovations is Theme TV, a simplified user interface for hotel entertainment systems to help guests navigate easily through the multiple channels.

www.philips.com

2 BANG & OLUFSEN

With a near-invisible frame designed to blend in with the interior decoration, the new LED-based BeoVision 10 from Bang & Olufsen is a slim, fully integrated TV solution developed for wall placement. The slim look is further enhanced by the curved rear profile that reflects the colour of the wall and makes the TV appear as a black glass square when switched off.

www.bang-olufsen.com

3 SAMSUNG

Tailored specifically for the hospitality market, the Samsung 457 LCD TV features a built-in organic LED clock display, the ability to connect to digital devices such as HD camcorders and portable media players, specially-designed hot keys control, and an energy saving mode that can result in up to 60% less energy consumption.

www.samsung.com

4 LOEWE

The new Loewe Connect allows users to link a range of mobile devices to the digital television transforming the room into a home cinema, concert hall and presentation room in one. HD picture quality, crystal clear sound, minimum cabling, and a number of design options feature.

www.loewe-uk.com

5 ARMOUR HOTEL

Armour Hotel has announced the introduction of the Systemline Media Interface, which enables complete integration of guests' personal electronic devices via an in-wall panel to the hotel television. The interface can also be customised to a hotel's individual style and branding.

www.armourhome.co.uk

6 TELEADAPT

MediaHub HD is the next generation of in-room entertainment with all the relevant audio/video connection ports needed to access and play personal media content through the TV, plus cutting-edge Stereo Bluetooth® wireless technology to stream music or other audio from portable electronics without the need for a wire or cable.

www.teleadapt.com

7 SWISSCOM

Since its market launch, Swisscom IPTV has been installed in more than 6,000 guestrooms across Europe. Service benefits include guest messaging, a new advertising channel, and service convergence, meaning that IP-based services from telephony to the mini-bar can be bundled together into one integrated network and regulated through the TV remote.

www.swisscom.com/hospitality

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