

THE STATE HERMITAGE MUSEUM OFFICIAL HOTEL



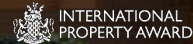
Elshan Babayev,
General Director
of the State
Hermitage
Museum
Official Hotel

"Thanks to the efforts of the Hoteza team, we have acquired a truly high-quality system which enables us to be in constant contact with our guests, a product and a service which came up to all of our expectations. Special mention must be made of the fact that Hoteza was wholly developed in Russia, and we are very proud of the highly professional achievements of our native programmers".

The State Hermitage Museum Official Hotel in St. Petersburg opened in summer 2013 as a new part of the Museum. The values and traditions of the Museum are reflected in our every detail: the luxurious rooms are elegantly furnished in a style based on that of the Florentine masters, the uniform of the doormen is an exact copy of that of the servants of the Tsar's family. The menu of our boutique restaurant Michelangelo offers traditional Italian cuisine. The Hotel's heritage is matched by high-tech products and innovative services: automated systems in the rooms and the modern interactive TV system make a stay for our guests truly unforgettable.



Three prizes awarded by Trip Advisor Travelers' Choice 2015, in the categories: Top Hotels Russia, Top Luxury Hotels Russia and Top Hotels for Service Russia.



Winner at the International Property Awards in the Interior design category.



PRODUCTS INSTALLED:



Hoteza TV —
interactive hotel television
system



Hoteza Mobile —
mobile app for hotel guests

€30,000

Value of room service orders in 2015 exceeded EUR 30,000.

€40,000

Value of spa-services sold (368 requests) exceeded EUR 40,000.

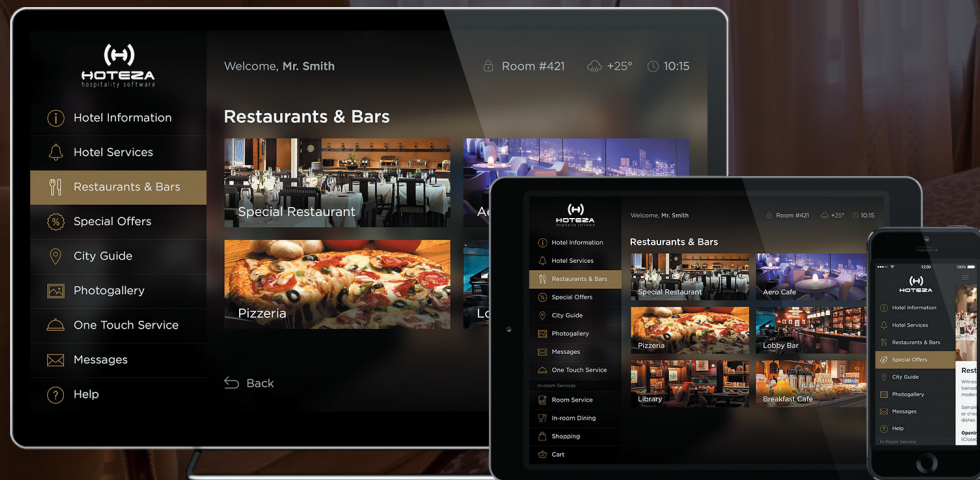
50%

Interest in the hotel's special offers advertised the promotional section increased by 50%.

20%

Quantity of guest questionnaires completed increased by 20%.

HOTEZA — A FLEXIBLE AND SIMPLE TO USE INFORMATION AND ENTERTAINMENT SYSTEM



Hoteza provides a new look at interactive technology in the hospitality industry. The suite of products includes the interactive television system **HotezaTV**, compatible with all hotel televisions; an app for smartphone and tablet **Hoteza Mobile**, which enables our guests to use all of the hotel services without having to contact the reception desk; **Hoteza HotPads** are tablets preinstalled in the hotel rooms which provide guests with all of the information needed for their trip and a navigation screen, **Hoteza HotSign**. **Hoteza HSIA** is one of the components of the **Hoteza suite** of products. This provides simple, high-speed access to the Internet for hotel guests and visitors. The product's advantages include secure access, various price bands, integration with the hotel's PMS and the absence of specialized set up.

INSTALLATION DETAILS:

- Date of installation: December 2014
- Ethernet Network
- Number of rooms: 126
- Televisions: Samsung Smart TV, series 590
- TV channels available: terrestrial digital broadcasting, satellite, local operators
- All channels operated through the Hoteza system
- Mobile apps for iOS and Android are available in the AppStore and Google Play