



Panasonic



Flug-Nr.	nach	Geplant	Terminal	erwartet
AC 9222	Frankfurt	10:00	2	10:05
LH 011	Frankfurt	10:00	2	10:00
UA 9045	Frankfurt	10:00	2	10:00
HLX7210	Salzburg	10:00	2	10:00
MA 541	Budapest	10:00	1	10:00
LH 4438	Madrid	10:00	1	10:00
BA 1773	Birmingham	10:05	1	10:05
LH 3068	Göteborg	10:10	2	10:10
SK 3624	Göteborg	10:15	1	10:15
LH 3150	Oslo	10:15	2	10:15
SK 3662	Oslo	10:15	2	10:15
AB 8862	Mailand/Bergamo	10:15	2	10:15
DL 8533	Paris/Ch.De Gaulle	10:15	2	10:15
LH 6364	Wien	10:20	1	10:20
4U 7834	Bologna	10:25	1	10:25
SN 2624	Brüssel	10:30	2	10:30
AZ 3839	Amsterdam	10:40	2	10:40
KL 1780	Amsterdam	10:40	1	10:40
NW 8280	Amsterdam	10:45	1	10:45
DI 7723	Düsseldorf	10:45	1	10:45
AB 7586	Malaga	10:45	1	10:45
AC 9224	Frankfurt	10:55	1	10:55
		11:05	2	11:05



DIGITAL
ADVERTISING

INTRODUCTION

Our adPORTAL system offers property operators the possibility of tapping into the pool of advertising revenue through third party advertising.

Seamlessly integrated with the PMS, it provides full information and management tools to maximize the property resources while opening the door to advertising management models through both the TV and Internet systems.

Guest may enjoy Internet connectivity that will be partly or totally financed by third party advertisements.

The management of the services is centralised in the hotel's management software in a way which is simple and intuitive for the hotelier.

Cheaper for the guest, more profitable for the owner or for both of them.



ADDS

adDS, DIGITAL SIGNAGE with ADVERTISING

Contents, advertising and automatic revenues.

INTEGRATED WITH PMS

Contents automatically appear on the screen.

Advantages:

- Reduction in the HR costs incurred in entering content that is already contained in the PMS.
- Reduction in human error.
- Screens always displaying content.
- Advertising revenue.

WITH ADVERTISING MANAGED BY BLUSENS

Advertising revenues significantly accelerate the return on investment.

Examples

- The boarding gates at an airport display the flight information together with advertising relevant to the destination.
- The meeting rooms of a hotel display their contents, extracting the data directly from the PMS and generate additional advertising revenue.

ADIPTV

adIPTV, IPTV with advertising

Increased services with an accelerated return on investment.

INTEGRATED WITH PMS

The screen displays value-adding services for guests:

- Hotel information.
- Messages, billing and check-out.

Advantages:

- Increase in the communication of services.
- Increase in turnover.
- Improved service and higher HR savings.
- Advertising revenues.

WITH ADVERTISING MANAGED BY BLUSENS

Advertising revenues significantly accelerate the return on investment.

Example

- The diffusion of hotel information is more effective within a channel selected by the guest. The alternative would be to expect guests to see the specific hotel information channels which do not have any audience.

ADPORTAL

adPORTAL Internet Access Management with Advertising

Anticipate the future by considering all the possibilities

adPORTAL offers revenues for advertising management in captive portals used for Internet access. Discover the extensive range of possibilities that adPORTAL has to offer.

More money for your business will enable you to:

- Reduce the price of Internet services.
- Differentiate user groups through free Internet services.
- Offer free Internet Services based on market conditions.
- Offer a broadband service for the same price.

General Features

An internet captive portal providing, but not limited to, the following:

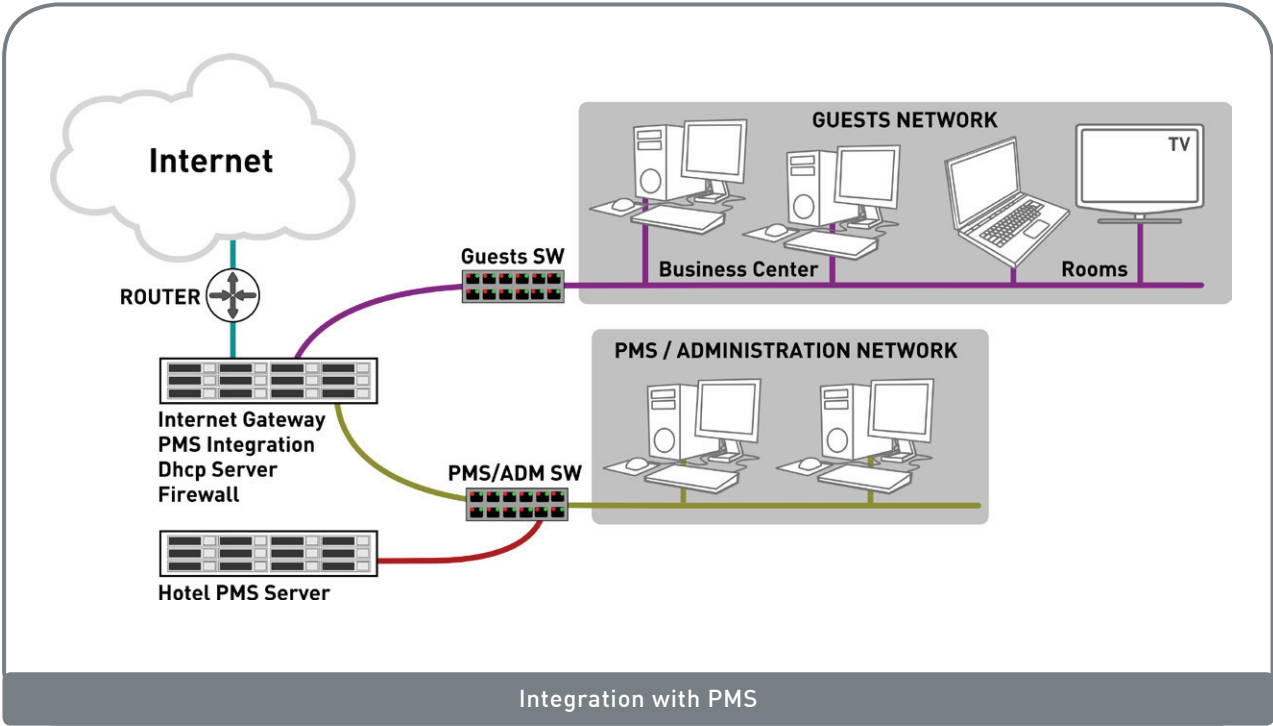
- Internet billing functions.
- Software integration with the Property PMS for direct Internet usage billing and viewing guest details.
- Dynamic features such as viewing guest messages, viewing bills, and express check-out.
- Captive space for third party advertising managed and administered by Blusens
- Management tools to administer internal marketing promotions published on the portal.

adPORTAL Paid Internet

The network structures are usually very similar for all clients. For our system we need three clearly differentiated LANs.

- The first is the Internet LAN through which the main server accesses the Internet.
- The second is the Administration LAN which includes the typical Reception Counters, on which basic PC's manage the check-in and check-out.
- The third is the in-room and public access LAN which includes the Wi-Fi access points and wired LAN ports.

The structure is as follows:



Mixed adPORTAL

Using a mixed adPORTAL we can enhance the user’s experience offering:

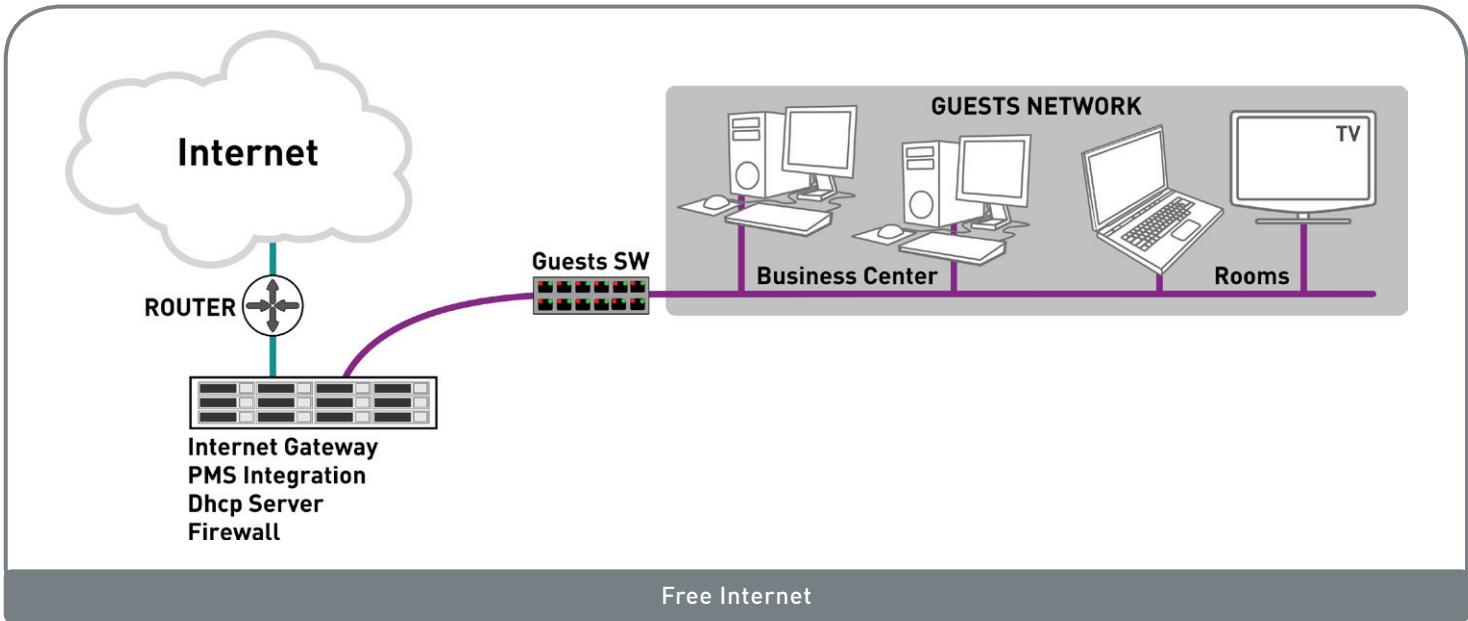
- Free Internet with an acceptable speed for everyday uses.
- High-speed paid Internet.

Free Internet adPORTAL

The structure is very similar to paid Internet but the Administration LAN is not used as the guest does not need validation or to check into the hotel to be able to use the Internet. The guest simply clicks on the start page of the guest website in order to begin browsing. Therefore, the LANs used are:

- The Internet LAN through which the server accesses the Internet.
- The guests LAN which includes all the access points for Wi-Fi connection and the SW wiring for PC wire connections.

The structure is as follows:



USER INTERFACE

Portal design and funtionality



Two separate advertisement placements
Two strategic page locations

Banner Ads:
automatic refresh
each 300x300 px

Digital Mall:
with links to advertisers

Banner Ads:

Change location
Increases awareness and
functionality

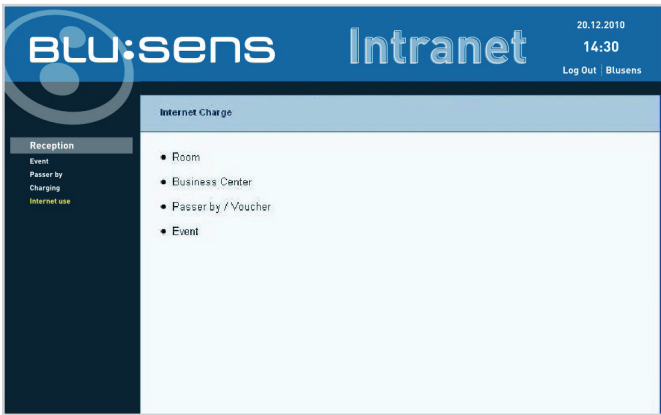
Intranet

Management Intranet
In reality, there are two types of Intranet depending on the user:

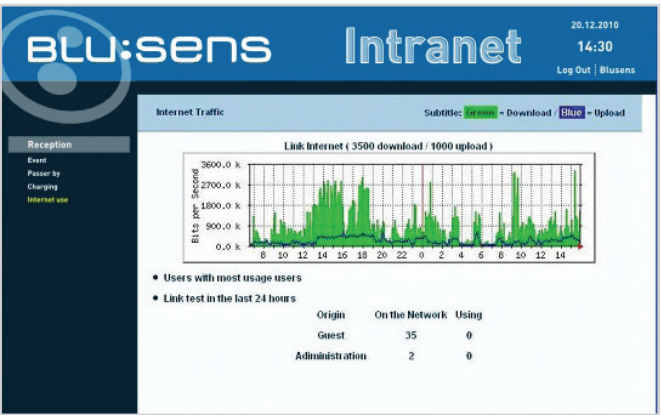
- An intranet with a large management capacity.
- A smaller intranet for reception.

An Intranet providing, but not limited to, the following:

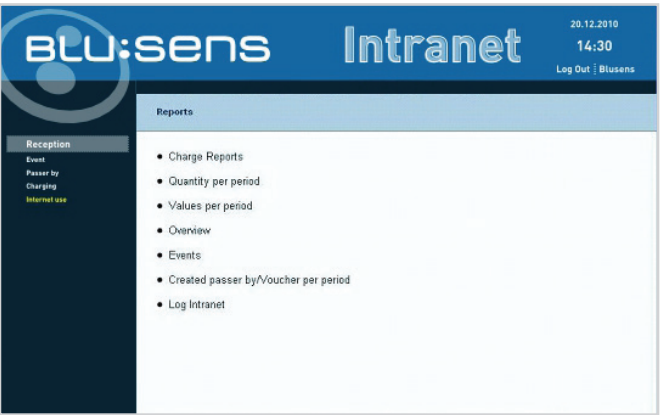
- Flexible management of price packages.
 - For rooms.
 - For the business centre.
 - For groups of guests.
 - Events.
 - For non-guests (passers-by).
- Advanced broadband management system.
- Easier reporting for the sales and technical divisions.
- All with a visual display that is unique in the market.



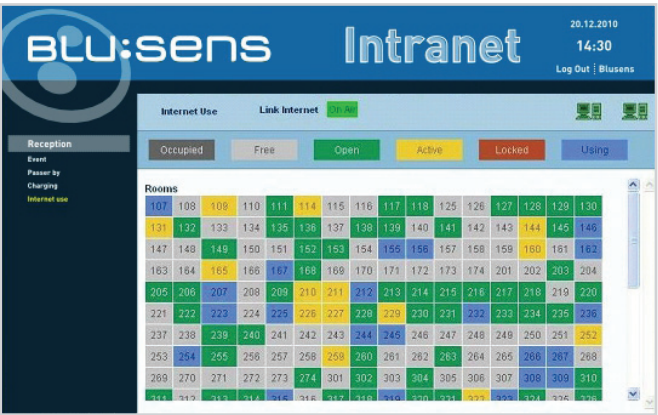
Flexible management of the price packages



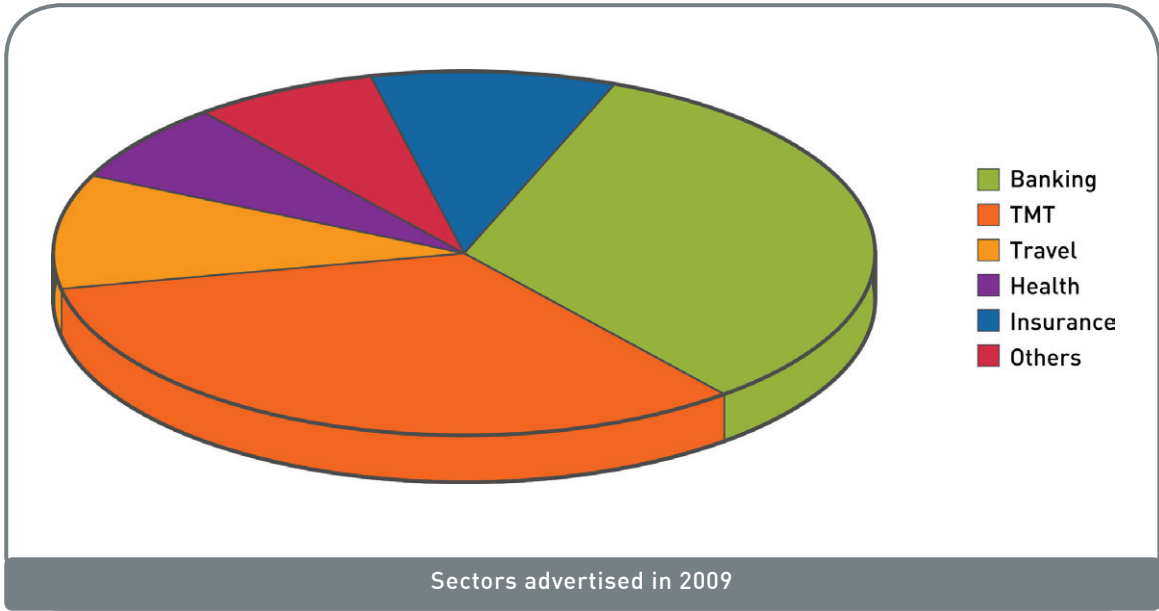
Advanced broadband management system



Easier reporting for the sales and technical divisions



Visual display



Blusens adPORTAL also provides the revenue management through our various IP advertising agreements. As an example, the graph displays the 2009 advertising trends.