

ECLIPSE MIRA

A new generation of services with no changes to your infrastructure.



Make eco-compatible savings.

A genuine e-concierge service for your guests



An interactive portal to promote your brand.

A genuine information and entertainment TV portal



Generate new revenues from promotions and advertising.



Communicate in real time about your services.

Increased customer satisfaction for improved guest loyalty.

with Eclipse MiRa

You get guaranteed customer satisfaction and you can generate new revenues while retaining your existing network installation.

WITH MiRa

YOU ENJOY REDUCED INVESTMENT AND OPERATING COSTS



- Using a revolutionary technology based on the smart Philips MediaSuite TVs Hbbtv protocol, Eclipse MiRa runs on your existing coaxial video network.
- MiRa does not require in-room STBs: reduced investment, no in-room network refurbishing.
- A central, remotely-managed server: easy to operate, optimum quality of service.
- Using the latest-generation smart TVs: a power-thrifty solution at the cutting edge of innovation.
- Locatel and Philips partnership will you benefit from the best possible solution.

A GENUINE TOOL

FOR COMMUNICATION, PROMOTION AND GUEST LOYALTY :

- Use your Philips TVs to communicate in real time about your establishment.
- A tailor-made interface that strenghtens your hotel brand.
- Create your own promotional banners to increase the revenues from your services (Bar, Spa, Restaurant, etc.).
- Generate new revenues via advertising on the portal.
- Inform your guests about the services available in your hotel, via the e-concierge service.
- Make eco compatible savings by switching to paperless communication (info, directory, etc...).



A COMPREHENSIVE CONTENT OFFERING

THAT RUNS ON YOUR EXISTING NETWORK :

- Overview of all content (TV channels, films, information, weather, etc.) in mosaics for intuitive browsing.
- A complete interactive guide of the TV channels.
- Profiling: automatic sorting of content according to customer language, selection per genre.
- Top movies available free to guest or pay-for access in order to maximize your revenues.
- Live news and weather information.

