

## IPSTAR Links Hotel Resort to HD Cinema and High Speed Internet

The IPSTAR satellite platform facilitates cost-effective broadband solutions for the hospitality industry. Recently, the AKA Resort Hua Hin in Thailand connected all its premium rooms with HD cinema and broadband Internet access for their demanding clientele.

### The Situation

AKA Resort Hua Hin is situated 5 kilometers from the town center of Hua Hin – a major destination for travelers in Thailand. The hotel resort is nestled reclusively against a hillside, and surrounded by mountains and lakes – making terrestrial lines, like DSL, not viable for HD cinema.

### Content Delivery via IPSTAR

The HD cinema service powered by IPSTAR is currently available in more than 20 resorts in Thailand. The service delivers high-definition video contents via IPSTAR directly to a Set-Top Box (STB), using push Video-on-Demand (VoD) technology. HD cinema can deliver contents with a resolution of up to 2 million pixels – 4 times higher than a traditional TV – providing hotel guests with high-definition TV experience. For more enhanced viewing experience, HD cinema also supports Dolby Digital and DTS surround sound formats.

IPSTAR's HD cinema service offers a variety of programming – including movies, TV series and documentaries. The STB is capable of receiving and storing more than 40 hours of video contents. Therefore, hotel guests do not need to rent or buy VCDs or DVDs while enjoying their vacation in the resort. Moreover, the STB can store contents for 90 days, allowing viewers to watch the downloaded contents whenever they want and as many times as they like.

Aside from the HD cinema service, IPSTAR also provides broadband Internet to every hotel room. IPSTAR makes possible for hotel guests to send emails, to update travel blogs and to upload trip photos while staying in the resort.

### Bringing High Definition TV and Broadband Experience Within Reach

Sebastien Tronchet, AKA Resort Hua Hin Manager, spoke on the benefits of IPSTAR HD cinema and broadband Internet, "We are delighted to work with IPSTAR in delivering HD cinema contents that precisely meet the entertainment needs of our guests. In addition to HD cinema, IPSTAR provides broadband Internet to individual rooms, connecting every guest online while enjoying their stay in our resort. With IPSTAR, keeping AKA Resort at the forefront of in-room hotel technology is within reach".

The IPSTAR broadband satellite solution provides interoperability between networks and last mile connectivity whenever terrestrial infrastructures are unavailable – like in the case of AKA Resort Hua Hin.

