

# The Grand Hotel Jersey

The Grand Hotel Jersey Goes Back to the Future with Exterity IPTV solution

**Four-star hotel with futuristic atmosphere delivers high-quality in-room entertainment to guests with scalable Exterity IPTV system.**

Hilwood Resorts & Hotels recently opened the Grand Hotel Jersey, a fully refurbished four-star hotel in the Channel Islands with 123 bedrooms. To help achieve its rating, the hotel required a comprehensive in-room entertainment system that would not only deliver top-quality viewing experience, but do so in a way that compliments the hotel's striking architecture and futuristic ambiance. An Exterity IPTV solution delivers high-quality TV, video, and radio over the same network that furnishes guest internet access, avoiding the need for an additional, traditional coaxial distribution system. The system offers superior quality and reach, reduces operating expenses, can easily be expanded to accommodate growth, and gives the hotel a better return on its network investment.

## Grand Hotel Jersey Goals

- Deliver high-quality TV, video, and radio to guest suites
- Avoid need for obsolete, redundant coaxial TV distribution system
- Enable easy scalability for growth

## Exterity Solution

- End to end IPTV solution to distribute TV, video, and radio over same network that delivers guest internet access
- Head end devices to inject TV and video channels into network as standard MPEG streams
- IPTV receivers to enable guest room TVs to connect to network
- Power over Ethernet capability to simplify installation of IPTV receivers
- Remote management of system by supplier

## Grand Hotel Jersey Benefits

- Delivers luxury multimedia experience to guests that matches hotel's futuristic ambience
- Integrates TV and video distribution with data network for easier management and maintenance, lower operational expenses
- Delivers broadcast-quality TV and video to any number of users
- Easily scales to support expansion and new facilities
- Can add users and channels without service disruption
- Makes most efficient use of network bandwidth, increases return on network investments



*"We wanted a solution that would give our guests a futuristic multimedia experience. Exterity network IPTV has achieved this, and is completely in tune with the hotel's innovative look and feel."*

*Colin Farquharson,  
Group Property Management,  
Hilwood Resorts & Hotels*

## A Glimpse of the Future in the Channel Islands

Hilwood Resorts & Hotels is a group of luxury hotels and spas with locations throughout the UK. The company recently opened the Grand Hotel Jersey, a fully refurbished four-star hotel in the Channel Islands with 123 bedrooms. Guest amenities are an important part of achieving a four star rating, and the hotel required a comprehensive in-room entertainment system that would not only deliver top-quality viewing experience, but do so in a way that compliments the hotel's striking architecture and futuristic ambiance.

"Guest expectations are high in a luxury hotel, and from the very beginning, it was a priority for the management team that guests could have a truly multimedia experience in their rooms," says Colin Farquharson, Group Property Management, Hilwood Resorts & Hotels. "The Grand Jersey has a contemporary design and striking architecture and we wanted this innovative feel to translate to each room, providing guests with a futuristic in-room experience."

## Getting Out from under the Past

When planning the refurbishment, it soon became obvious that a traditional coaxial TV distribution system could not support the hotel's determination to provide a 21st-century multimedia experience to guests. Such systems suffer signal degradation from long cable runs, which cause ghosting and picture breakup. Given the ubiquity of home DVD players and their high-quality pictures, this would be totally out of tune with guest expectations of a luxury resort.

Moreover, such systems make it very difficult and expensive to add more channels. They are also costly to maintain, quite subject to electrical interference and physical damage to the cables, and can provide only standard television. Finally, since guests expect Internet connectivity in their rooms, the coaxial system represents a duplicate network, with consequent additional capital and operational expenses.

Instead, Grand Hotel Jersey found that Exterity IPTV solution technology was ideally suited to their needs. The Exterity solution uses the hotel's newly installed IP network – the same network that supplies Internet access - to stream crystal-clear live TV and radio such as terrestrial, Freeview and Sky channels, as well as recorded video and audio content, to televisions and computers connected to the hotel's network.

All TV and radio channels are supplied from a single satellite dish, keeping investment to a minimum. The Exterity IPTV receivers in each room that connect TVs to the network are powered from the network cable instead of the mains, which simplified installation and reduced cost. The entire system is managed remotely by the hotel's guest entertainment system supplier, reducing operational expenses. The installation was completed within days, causing no disruption to the hotel's renovation schedule.

## A Luxury Multimedia Experience, Now and in the Future

Guests in any of the Grand Hotel Jersey's 123 rooms can now access a variety of channels from the comfort of their own suite. They can choose between watching the news, the latest movies or listen to a variety of music channels available 24 hours a day at the touch of a button, enhancing their in-room experience.

The system is future-proof and scalable virtually without limit. Extra channels and on-demand videos can easily be added at any time, and additional displays such as TVs, projectors and PCs can be installed without additional cabling or any impact on picture quality.

"Exterity has many years of experience working with hotels to help them provide cutting-edge guest entertainment systems," says Colin Farquhar, CEO, Exterity. "In today's economic climate, hotels must work harder to attract guests and retain loyalty. Offering a wide range of entertainment and business internet facilities can help achieve this. Exterity IPTV systems mean that whatever the size of hotel, it can provide top-quality in-room TV, improving the guest experience."



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Colin Farquhar  
CEO  
Exterity.

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Leading IPTV Delivery

