

New entrants in the video-on demand market

South African digital media solutions provider, Spectrum Visual Networks (SVN), will be supplying the digital technology behind Teljoy Business Systems OnDemand, a fully-integrated video-on-demand system for the hospitality industry. OnDemand is capable of delivering high-speed data over existing coaxial cables without the need for a modem-type device.

The modern consumer demands the availability of a full range of services from the hospitality industry, over and above accommodation and meals. In the past, however, video-on-demand was a cumbersome system that required an additional outlay of equipment and changes to the existing set-up, as well as relying heavily on staff up-keep.

According to Manny Teixeira, MD of SVN, "The use of digital technology takes this offering to a new level. OnDemand can be installed utilising the current infrastructure and is a low maintenance system, which reduces the need for staff interaction and has the added benefits of being completely interactive with enhanced picture and sound quality."

The flexibility associated with digital allows for the system to be used in a number of ways, including secure in-room Internet connection, entertainment options, customised menus and interactive screens such as in-room service menus, as well as support for hotel services such as express checkout, viewing of guest accounts, hotel promotions, weather reports and currency rates. Moreover, the system can be used to generate additional revenue through in-room advertising.

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