

Lara Barut Collection choose NevoTV and NevoCasting for guest infotainment system

- ① **Customer:** Lara Barut Collection
- ② **Industry:** Hospitality
- ③ **Size:** 466 luxury guest rooms located on 110.000 m² land

Business Goal: providing unique IPTV and Stream Casting experience to hotel guests from all around the world

NevoTV solution allows guest to use the in room hotel TV in their own language. Using the interactive guest services on the hotel IPTV system, guests reach all hotel services with the TV remote. Further the guest's cell phone may also act as a contactless TV remote.

Overview

Barut Group aims to be a World brand, which is distinguished with its service quality, reliability and technology across the industry. They strive for exceptional guest satisfaction by offering top-quality services delivered by their highly trained staff who have adopted the policies of the brand "vacation as a creative service". **Barut Hotels** offer best quality to their guest in all perspectives. The Group consists of 13 hotels in Side, Antalya, Kemer and Fethiye. They maintain a capacity of 10 thousand beds and 3500 tourism professionals.

Barut Group follow and lead the trends in hospitality tech. While building new hotel TUI BLUE Sensatori Barut Fethiye in 2019, Barut Group recognized the growing demand of stream casting of personal content in the hotel industry. To enable streaming of guest content to in-room TV's, a Google Chromecast is installed in each guest room behind the TV. A state of the art wi-fi infrastructure is also installed. Nevotek deployed NevoTV and offered exceptional luxury to control the room automation system from hotel IPTV as well as casting guest content to in room TV via Chromecast.

Evaluating the very positive results of the customer feedback surveys at Sensatori Barut Fethiye, Barut Group chose again Nevotek **NevoTV** and **NevoCAST** for their recently renovated property Lara Barut Collection. All 600 TV's at Lara Barut Collection are enabled with casting, making this project one of the major deployments of casting guest content into hotel TV's.

≡ **LARA BARUT**
COLLECTION





Cluster General Manager:

"One of the biggest features of The Residence, the top segment of TUI, is to provide a digitalized accommodation service. Nevotek did a tailor-made work and integrated with our room automation, allowing guests to control the room from their own mobile device. Guests can control the lighting, ventilation, TV and even the room phone via their own mobile device."

Nowadays, almost everyone has subscriptions to popular content platforms. Thanks to Nevotek's IPTV and Cast solution, our guests can watch their preferred content on TV from their mobile devices. Without entering any login information, our guests can access their movies, series, or music from their apps such as Netflix, Amazon Prime, YouTube, Spotify, on TV.

We would like to thank the Nevotek family for taking the customizations and advanced technologies they offer us, as well as the personalized services we offer to our guests, to the highest level."



Customer Needs

- Offer PMS integrated interactive hotel IPTV to their Guest
- Greet customers with their name in their native language when they walk into room
- With multilanguage support, let guest to use IPTV smoothly and access all hotel services on hotel TV with TV remote.
- With interactive hotel services allow guest to Set DND/Wake-Up, order in room dining, view charges in real time, read/delete text messages from front desk.
- Interactive hotel services should reduce load on staff on daily operations.
- Along with wide range of international live TV channels allow guest to use stream services such as Netflix, Amazon Prime, Spotify and other Chromecast enabled services in hotel room.
- While implementing Google Chromecast into hospitality, guest privacy is of top importance. Only relevant devices should be visible to each room.

Solution

- Nevotek Installed NevoTV and integrated it with Hotel PMS system.
- With PMS integration, Lara Barut collection offers personalized IPTV experience to its guests.
- Guests take benefit of interactive hotel services while using hotel IPTV.
- With NevoCasting, guests are able to cast personal content or their favorite stream content privately by simply scanning a QR code on NevoTV.

Outcome

1

Increased guest satisfaction and loyalty

Staying in a hotel room surrounded with latest technology has significant impact on guest satisfaction. Satisfied guests turn into repeat guests and guest loyalty increases.

2

Simplified deployment

Exploiting Nevotek's expertise in hospitality, deploying IPTV and Casting solution into a renovation hotel with 600 screens can't be easier.

3

Reduced load on hotel staff

NevoTV is not just good for guest satisfaction. Interactive hotel services on the TV enables guests to fulfil majority of their needs like setting up wakeup calls or ordering in room dining without contacting hotel staff.

4

Interactivity for hotel staff

With hotel services, staff and housekeepers run daily operations easily, from TV HK reports to minibar consumption, and room cleaning status. Also, guest may request amenities from TV menus easily

5

Single Dashboard for the entire entertainment system

NevoTV and NevoCast from Nevotek are easily managed and maintained from a single dashboard.

6

Reduce Costs,

Nevotek all in one solution platform reduces cost on server, operation cost, and interface cost. For all Nevotek services a single server and single interface is enough.

About Nevotek

Nevotek is the provider of value added hospitality solutions with unparalleled service levels for over 20 years. Nevotek products are the "catalyst" between guest satisfaction and hospitality technologies.

Nevotek solutions can be installed on-prem or cloud based and are deployed in more than 50 countries around the globe.

Nevotek's secure interactive solutions and touch-less mobility products are designed for global brand hotels, luxury resorts, casinos and cruise-liners to create exceptional personalized guest experiences. The company has just released and started deploying a unique mobility product "Softphone by NevoTouchless".



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