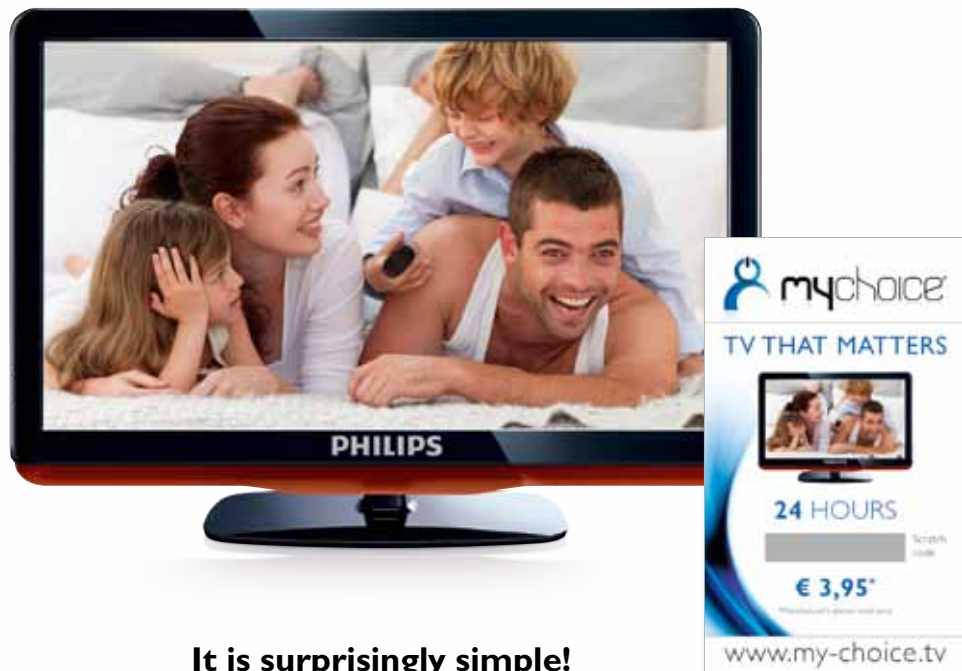


MAKE MONEY WITH PHILIPS HOTEL TVs

Just replace your current TVs and start selling MyChoice TV



It is surprisingly simple!

All you need is:

- **A Philips Hotel TV**
- **A scratch card**
- **And some Additional TV channels to boost sales**

Revolutionary and easy to use

On installation 'premium' TV channels can be locked.
Viewing is only possible by entering a PIN code.



Duration:
• 24 hours
• 3 days
• 7 days

Watch the instruction video on:
www.my-choice.tv

Many hotels are already using MyChoice



“Fantastic and revolutionary solution for those who are engaged in a different type of hospitality operations. I can recommend everyone to invest in Philips Hotel TVs”

Jon Uri, manager at Muritunet rehabilitation centre



“We installed MyChoice in February and we are very satisfied with the equipment. This is a very exciting alternative to Traditional Pay TV”

Nils Wilhelmssen, hotel manager at Active Cabin Hotel Tonsberg



“When we became aware of this new technology we did not think twice before we invested in new TVs. And, it has paid off”

Ruth Eines, Director Hotels Kristiansund

Six reasons to replace your old hotel TVs now

1. Additional revenues with MyChoice from Philips:

MyChoice is a revolutionary payment solution developed for the somewhat smaller hotels that want to generate extra revenues and at the same time offer their guests a better choice of (international) TV channels. MyChoice is a standard feature in the latest hotel TVs from Philips. It allows you to earn back your (monthly) TV costs*. Guests can unlock the premium TV channels on their TV by buying a MyChoice scratch card with a simple PIN code. Selling the scratch cards generates additional income per room. All you need is a new Philips Hotel TV and MyChoice scratch cards.

**In smaller hotels guests can often use the TV for free, while at the same time the monthly costs of TV reception is increasing.*

2. Environmentally friendly - Save up to €20 per TV per year:

The latest energy friendly Philips LED TVs offer a superb picture quality. The LEDs consume significantly less energy, resulting in a saving of €20,- per TV per year.

3. MyChoice works in every hotel without additional costs:

When the already existing TV channels in the hotel are used, no further equipment or investments are needed.

4. Offer your guests premium (international) TV channels they want to watch and pay for:

The additional revenues of MyChoice can also be used to subscribe to better TV channels such as premium sports channels, good movie channels or even TV channels from other nations (which hotels can align to with their guest profile). Research shows that hotel guests highly appreciate the availability of these kinds of TV channels. Resulting in more card sales.

5. Save on your TV costs and/or offer more and better TV channels:

It might be very good to check with your TV dealer whether it is more efficient to switch from cable to satellite reception. Via satellite you can choose from a nearly infinite amount of international TV channels. In addition to that satellite subscriptions are often less expensive than cable subscriptions. By switching you can save on your monthly costs and are able to offer more and better TV channels. This will increase the selling of MyChoice cards and thus your income.

6. More cost saving with typical Hotel TV features:

Despite the fact that hotel TVs are similar priced as consumer TVs, they offer a rich set of typical hotel features. Volume limitation, menu blocking and USB connectivity for example increase the guest's comfort, while features like 'cloning the installation set up' seriously save installation time for the technical support staff.

Why MyChoice?

Differentiate

- Works in every hotel, hospital or holiday park
- Extra revenues allow for a subscription to more exciting international channels

Save

- Energy friendly LED TVs will save up to 1000 euro per hotel* / year
- Uses already existing infrastructure and channel line up.

** Hotels with appr. 50 rooms*

Trusted technology

- Future proof
- Code handling controlled by Philips

Efficiency

- Clones settings of other TVs, menu blocking, volume control, etc.

For more information
please contact your local **Philips Hotel TV dealer.**

MyChoice calculation example

No of rooms	50
Occupation rate	70%
1 day card (€3,95)	70%
3 day card (€9,95)	20%
7 day card (€19,95)	10%
Utalization rate	30%
Additional profit per day	€15,-
Price new Philips TV (example)	€270,-
All TVs are paid within (year)	2,5
MyChoice profit (Hotel) per year	€5.399,-



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www.my-choice.tv