

**PHILIPS**

Professional  
Display Solutions



**MyChoice**

TV that matters



innovation  you

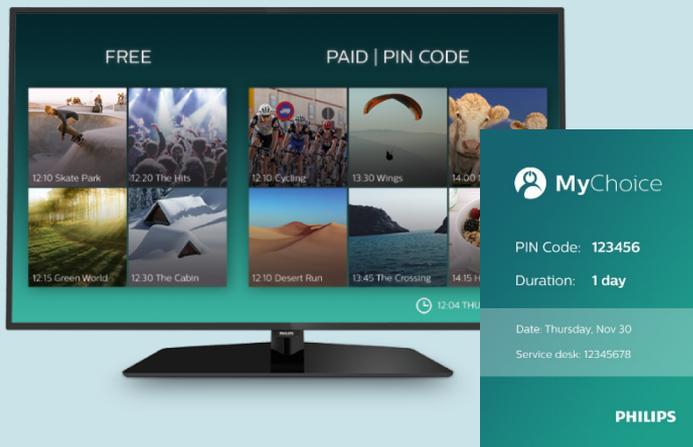
## Case study Poland (see annex)



*By combining the innovative Philips professional TVs with our specially designed kiosk, we're able to offer the most sophisticated in-room entertainment solution on the market. From installation to access codes, we manage everything – allowing hospitals to earn extra revenue with very little effort.*

**Filip Plawgo – CEO Neosystem**

# MyChoice – Revenue solution for standalone TVs



## Benefits

- Works on standalone TVs, no system needed
- Significant revenues due to less cost

## How

- Patient has to enter PIN-code to unlock the TV
- Works in every facility with existing infrastructure
- Only need to buy Philips Professional TV

# How to get a PIN code?

MyChoice offers three payment solutions



## Kiosk

Guests can buy their PIN code at the vendor machine in the hall way



## Reception Desk

The reception desk provides a PIN code to the guest. The MyChoice system is integrated in the PMS system



## Call Center

The guest calls for access. The phone operator provides the guest with a PIN code.

# What can be pin protected?

What ?	Why do you need it ?	Studio	EasySuite	PrimeSuite	MediaSuite Signature	MediaSuite
		28x9	3011	4014	5011/7x11	5x14/6x14
<b>Multiple packages</b>	Sell different channel packages (e.g.: Disney, international, sport, movie, adult)	✗	✓ <sub>2</sub>	✓ <sub>2</sub>	✓ <sub>2</sub>	✓ <sub>2</sub>
<b>Inputs (HDMI, USB, etc.)</b>	Sell use of TV when using external sources (settop box, own content)	✗	✓	✓	✓	✓
<b>Apps</b>	Sell of internet services	✗	✗	YouTube	✓	✓
<b>Internet Browser</b>		✗	✗	✗	✓	✓
<b>Sharing</b>		✗	✗	✗	✓ (PTA, Miracast)	✓ (Chromecast)

# Installation and use

MyChoice has two account levels

**PIN code account**  
Generates PIN-codes only



**Dealer account**  
Rooms setup and  
payment management

For more  
information visit:  
[www.my-choice.tv](http://www.my-choice.tv)





Thank you



## Case Study Poland

Neosystem's payment terminals division embraced **Philips MyChoice TVs** to create low-cost entertainment solution for Polish hospitals



**Client:** Neosystem



**Project:** Upgrading in-room entertainment with MyChoice and Neosystem kiosk



**Location:** Copernicus Hospital, Gdansk, Poland



**Products:** 19, 32 and 40-inch Philips professional televisions

## Background

Neosystem has developed and managed payment solution systems for TV watching in the Polish market for the past twelve years. While it was originally specialized in the hotel sector, in recent years the company has expanded their focus to include hospitals and other healthcare facilities.

Using their technological background and market expertise, Neosystem's solutions offer superior in-room entertainment to patients while providing hospitals with low-maintenance revenue streams. Their easy to manage, all-in-one installations allow hospital staff to focus on healthcare, instead of being distracted by technology issues.

## Challenge

Pay-per-view television isn't a new concept in Polish hospitals, but at many facilities, the technology urgently needs updating. Even today, it's not uncommon to see coin or banknote-operated CRT televisions in patient rooms.

While hospitals are keen to modernize their in-room entertainment, understandability their priorities often lie elsewhere. To make upgrading as painless as possible, hospitals need solutions that are affordable and easy to install, as well as user-friendly for patients. Additionally, healthcare institutions require low-maintenance systems to ensure that administrators don't spend time worrying about software updates or selling viewing credit.

## Solution

In 2016, Neosystem reached an agreement with Copernicus Hospital in Gdansk, Poland to upgrade their in-room televisions. Based on their previous experience working with Philips, they knew that the EasySuite range with MyChoice would be an ideal option. But to maximize the convenience of the new system, Neosystem introduced an additional innovation: a standalone kiosk for purchasing viewing credit. Using cash, debit or credit cards patients (and their visitors) can purchase a unique access code from the kiosks to “unlock” the content on in-room TVs.

Neosystem has now installed 220 wall-mounted Philips TVs in standard rooms, as well as 16 bedside TVs which offer more convenience and privacy for patients. The television installation was accompanied by 6 kiosks.

Besides making patients more comfortable while they recover and offering the hospital an extra revenue stream, the new system requires very little involvement from the hospital’s staff or IT department. Neosystem took care of the entire installation and manages all technical, access and content requirements, including creating the custom information channel for Copernicus and regularly checking the kiosks.



## Benefits

Combined with Neosystem's kiosk, Philips professional TVs allowed Copernicus Hospital to easily implement a modern in-room entertainment solution. Just a few of the benefits include:

**Better entertainment, more convenience:** Patients now have access to a modern entertainment system with a wider variety of payment options.

**Fast, affordable installation:** Average installation takes two to four weeks, and doesn't require a new, complicated infrastructure or support from the hospital's IT staff.

**Complete outsourcing, no maintenance:** From installing the TVs and creating a custom information channel to emptying change from the kiosks, Neosystem takes care of everything.

**New integration and revenue options:** Besides extra revenue from TV viewing, the system offers the option to introduce other income generators, such as advertising. It can also be integrated with a range of other systems, including Wi-Fi and telecare devices.

Following their success at Copernicus Hospital, Neosystem has completed similar installations in other hospitals in Poland and Germany. The company is currently exploring opportunities for introducing their television/kiosk solution in related sectors, such as rehabilitation centers, hostels and hotels as well as entering other European countries.



## Case Study UK

easyHotel maximises its guest options **with a unique hotel proposition**





**Client:** Airwave Europe for easyHotel



**Project:** MyChoice TV system for the easyHotel brand



**Location:** London, Birmingham and Manchester, UK



**Products:** 24" and 32" HFL3010T  
(234 units)

## Background

Bringing easyJet airline's famous concept to the world of hotels, easyHotel is an international super budget hotel chain with a 'pay for what you need' system. What EasyHotel promises is simple – a great night's sleep in a clean room at a great price. Sleep essentials are provided by the hotel, and guests are invited to customise their stay with a range of options based on their budget and needs. With its hotels strategically placed around Europe and the Middle East, guests can rely on a consistent experience during their trips – whether it's for business or pleasure.

## Challenge

Famous for their 'pay for what you need' concept, easyHotel required an intricate TV set up for 234 rooms across three hotels spanning London, Birmingham and Manchester. This set up had to include new, high quality TVs in each room that have the ability to be activated if a guest decided to choose the TV option as an add-on. Whilst this may seem like a simple concept, the implementation of such a system is rare in the hotel world – but if executed correctly, easyHotel will be able to maintain its super budget prices for its guests without compromising on optional luxuries with this bold move.

## Solution

Wanting the very best possible solution at the most competitive price, easyHotel worked with Airwave Europe and Philips Professional Displays to fit each hotel with a fleet of energy-efficient TVs. With Airwave's deep understanding of Philips TVs, they immediately recommended the MyChoice system for the new easyHotel set up. Commonly used in the medical industry – particularly in hospitals offering patients premium TV channel options – Airwave made the connection that would see this set up introduced in the hospitality industry. They installed 234 new screens from the Philips EasySuite range, wall-mounting 24-inch and 32-inch HFL3010T screens at easyHotels in South Kensington, Birmingham and Manchester. Airwave facilitated the new pay-to-watch TV system across channels by designing and deploying a Philips CMND system paired with Philips MyChoice at each hotel.



## Benefits

**Pay-as-you-watch TV:** Guests can enjoy consistently low hotel room prices by only choosing what they want to use. In a bold move, guests can choose whether they would like to pay for TV or keep their costs down by doing without it thanks to the Philips MyChoice system.

**Complete control:** With the CMND Display Management Platform, hotel staff can easily control their fleet of displays – whether it's just one screen or all.

**Energy efficiency:** Low power consumption screens means lower operating costs and a bigger step towards a greener tomorrow.

**Easy deployment:** Philips Professional Displays provided an easy deployment and installation, allowing the hotels to be set up to match their exact needs.

**Affordable solution:** Working within budget to fit out three entire hotels, Philips Professional Displays created a custom set up, which delivered the required solution in the most cost-effective way.

**Modern minimalism:** The in-room TVs are used to provide general information for the hotel – minimising any paper wastage and clutter by replacing traditional pamphlets and information folders, and providing a nicer, neater and more modern hotel feel.

“

*Philips Professional Displays had the perfect solution for what the easyHotel's brand was looking for.*

**James Grant – Marketing Manager at Airwave Europe**