

HOTstream CMS: Centralized Content Management for all hospitality screens



www.hotstream.us

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MCOM Media Communication's HOTstream Content Management System (CMS) is now the only content management application a hotel needs to promote guest services and collect feedback along with reservations for the hotel facilities. HOTstream CMS works in a uniform way and is independent of the screen or device each guest uses to access the hotel services.

HOTstream CMS is complemented with applications for smart-phones, tablets, laptops, in-room TVs and digital signage monitors that share a common user interface for all guest services enabling hotel's personnel to input information once and make it automatically available to any or all screens and devices. Moreover, each guest can switch from one device to another having consistent user experience and full access to all guest services.

HOTstream CMS has built-in advertisement management modules for promoting hotel and 3rd party services in an interactive way to all screens at the same time. 20% of any HOTstream screen can be used to promote guest services. Real time two way communication plus real time sharing of information is available with promotions on any device.

In parallel, as guests will use different devices to access hotel services at different points of time or locations, HOTstream CMS makes sure that the hotel respects the preferences of each guest providing access to all guest services from any device or location. Guests can access information prior to their arrival as well as during and after their stay and the hotel has the ability to interact with them before, during or after their stay.

HOTstream CMS has participated in HTNG's Innovation Award competition that took place in HTNG North American Conference and Members' Meetings Week in San Diego, CA, March 3-6, 2014

MCOM MEDIA COMMUNICATIONS

MCOM Media Communications (MCOM) is one of the leading IT solution providers for hospitality, healthcare and telecom operators having a large network of partners and regional offices in Europe, North America and Middle East. MCOM designs, develops and operates advanced technology solutions for multiscreen environments, including applications for Smart TVs, set-top boxes, smartphones, tablets, laptops and digital signage monitors.

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