PPDS

Professional
Display
Solutions

Philips MediaSuite

PHILIPS

PPDS is a part of TPV Technology
Brand licensee of Royal Philips

Philips EasySuite 3000 series

PROFESSIONAL TV

USBCloning

WelcomePage

CMND & CONTROL

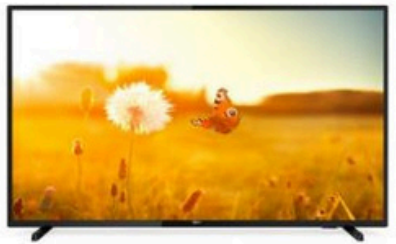
Philips EasySuite

Take control

Powered by CMND

Show more with a budget-friendly standalone professional TV. The intuitive CMND solution makes it simple to deploy and manage connected displays. Benefit from simple, fast installation and an on-screen welcome page that's easy to program.

24" 32" 43"

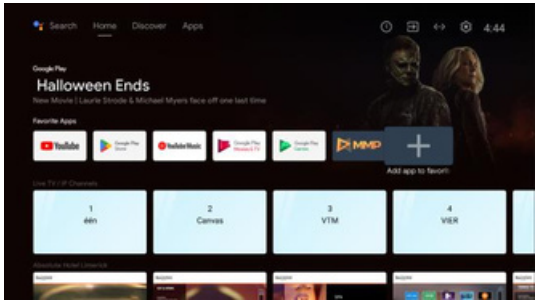


HFL4518(U)/12 Hospitality TV

- 24”, 32”: HD panels (1366x768)
  - 2x HDMI, 1x USB, LAN + WIFI/BT, HP out, Speaker out
- 43”, 50”, 55”, 65”: 4K UHD panels (3840x2160p)
  - 3x HDMI, 2x USB, LAN + WIFI/BT, HP out, Speaker out

- Android TV Launcher (Home screen) –no customization
- Triple tuner: DVB-T/T2, DVB-C, DVB-S2
- IPTV multicast
- Separate channel list for Antenna/Cable/Satellite/IPTV
- CMND IP (no RF)
- Welcome app: PMS API supported (check-in/out, guest name, guest language)
- Info pages (SmartInfo“light”)
- Chromecast (w/ secure sharing)
- AppControl
- Bathroom Speaker out
- Hygienic remote

- Not “Netflix Ready”



- MP Poland: Jan/Feb 2024
  - Subject to software maturity and release process.
  - Samples: 2H November
- Leaflets: targeted end of November

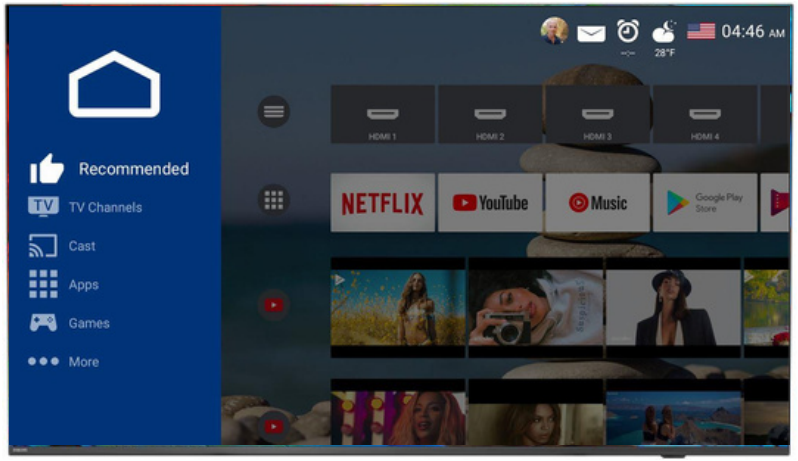
Our crown jewel: The MediaSuiteseries

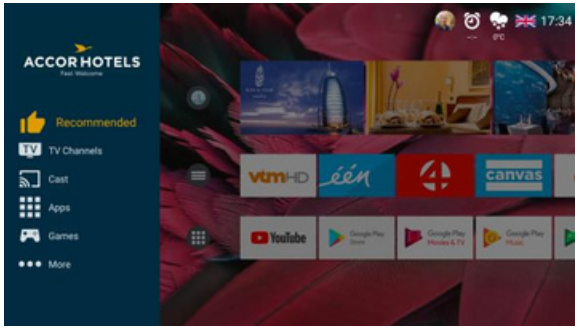
PPDS

androidtv

Google Play

Chromecast built-in





Philips Professional Displays –since 1977

07-2019 — Launch of MediaSuite in EU

01-2020 — Netflix Hospitality agreement signed

10-2020 — Netflix release On Android P

04-2021 — Launch of MediaSuite in US/Canada/Carribean; 100K devices sold

12-2021 — Launch of MediaSuite in South-East Asia

10-2022 — IHG Global contract

12-2022 — 300K devices sold ~45K Active Netflix Devices ~50K Netflix-enabled Devices

03-2023 — Launch of MediaSuite in Mexico/Central America

Philips MediaSuite5000 series

PROFESSIONAL TV

USBCloning

WelcomePage

CMND & CONTROL

CMND & CREATE

IPTVChannels

Chromecast built-in

Google Assistant

IntegratedSystem

NETFLIX

Google Play

Philips MediaSuite

Smarter connectivity

with Chromecast built-in and Netflix

Designed for a fast-paced world, MediaSuite features advanced connectivity and versatile configuration settings. Integrated Netflix and Chromecast built-in make streaming fast and easy, whilst Android™ and Google Play Store unleash infinite possibilities.

43” 50” 55”

Philips MediaSuite6000 series

PROFESSIONAL TV

USBCloning

WelcomePage

CMND & CONTROL

CMND & CREATE

IPTVChannels

Chromecast built-in

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IntegratedSystem

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Philips MediaSuite

Smarter connectivity

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32"	43"	50"
55"	65"	75"

The Philips MediaSuite Series

with Chromecast built-in and Netflix

32” 43”

5114 series

Netflix Ready

Includes table stand

FHD

43” 50” 55”

5214U series

Virtual bezel free
Includes table stand
4H UHD

43” 50” 58” 65” 75”

6214U series

Ultra slim metal bezel
400 nit brightness
Premium Hygienic RC

22AV2226A/00 Premium Hygienic RC

TV remote controls were found to be the most contaminated items in hotel rooms, according to a study.

> **Hotel secrets: The dirtiest item in hotel rooms revealed - the disgusting truth may surprise you**

Addressing those who need assistance

Braille markings on the remote control make it easy to find the critical buttons to operate the TV

Google Talkback

Talkback uses spoken word and other audible feedback to let you know what's on your screen

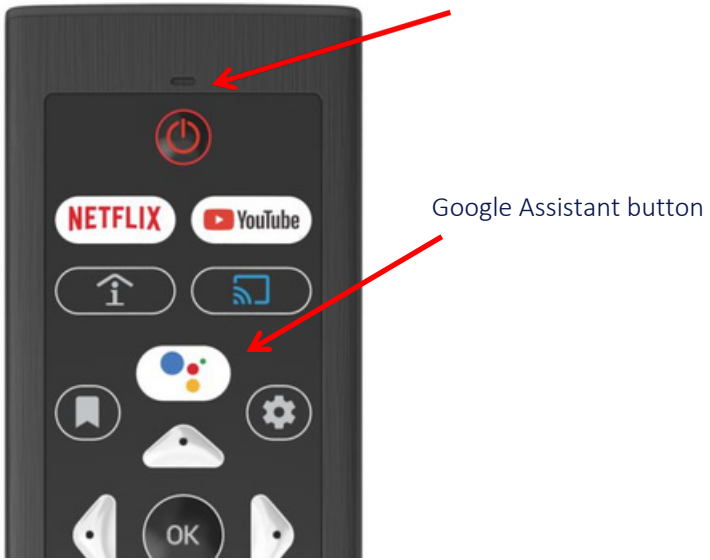
Sustainability

Philips Power Consumption & Energy labels vs competition

	PHILIPS 5214U	LG US662	SAMSUNG HAU8000
Operating mode (43”)	51W	65W (+27%)	72W (+41%)
Standby mode (43”)	0,3W	0,5W (+40%)	0,5W (+40%)
Energy label			

Google Assistant

Get more done with just your voice.



What is it? TV with voice control

Why do I need it?

- To control the TV without keyboard.
- To open and control apps

How does it work ?

It requires an dedicated remote control with microphone (22AV2226A/00). Just press the Google assistant button and speak.

What's the additional benefit of the push to talk remote control?

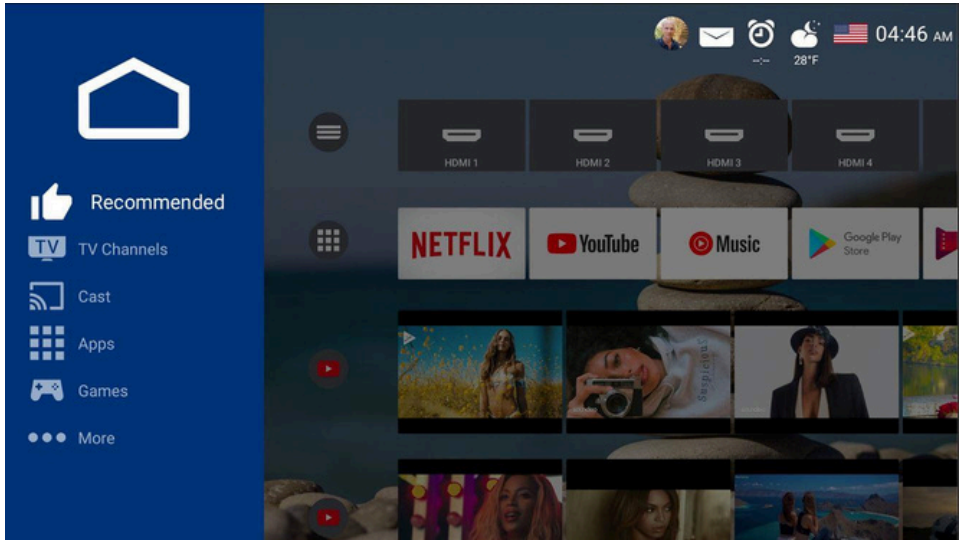
The microhoneis only activated when the user presses the GA button

A blue LED on the remote control lights up when it is active.

The guest will not be concerned about his privacy.

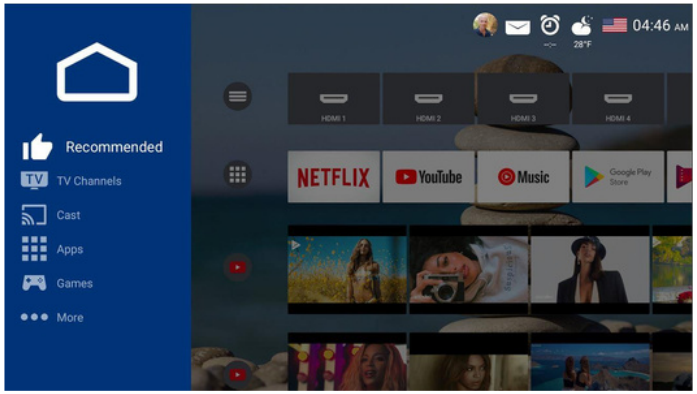
Intuitive User Interface: Default Dashboard

The new Philips MediaSuiteoffers a clear user interface (UI), which you can customize with your own branding. Add your brand logo and colors to the search bar and makes it easy for people to remember you.

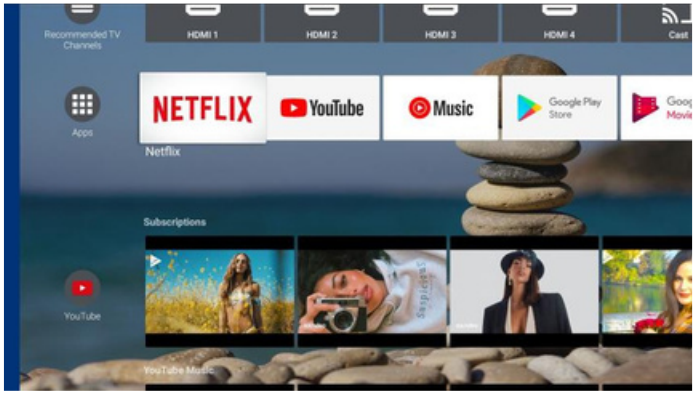


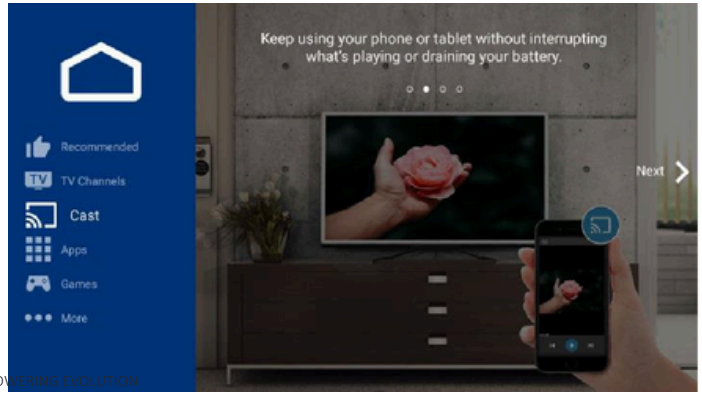
The Default Dashboard

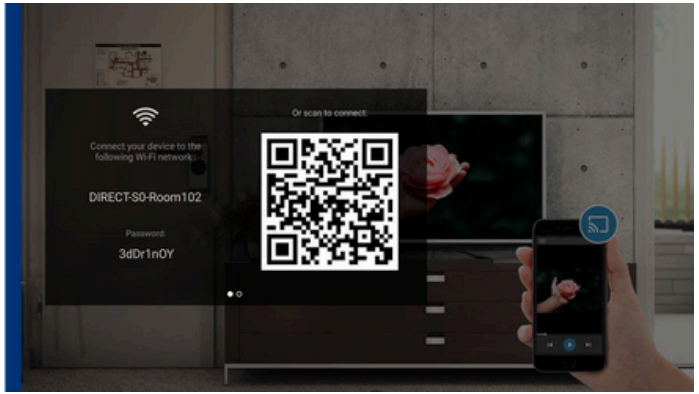
Collapsed



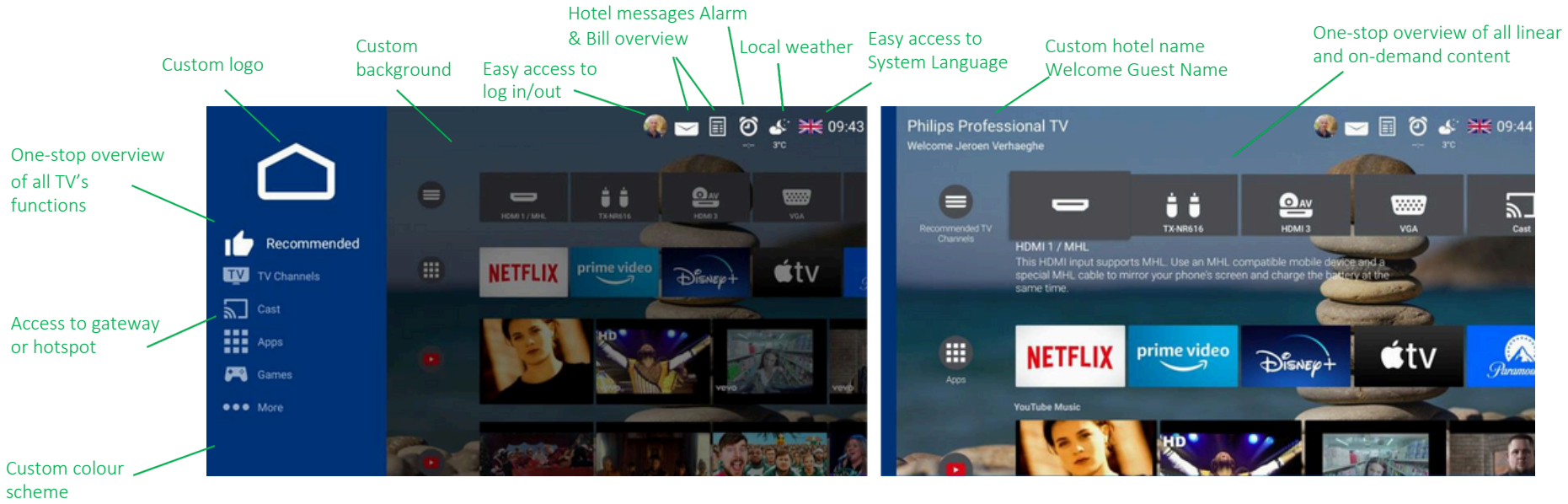
Expanded







The Default Dashboard: detailed function view



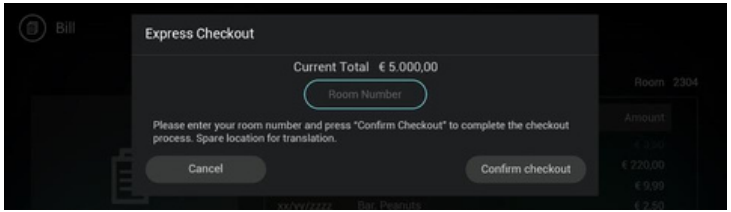
PMS Integration

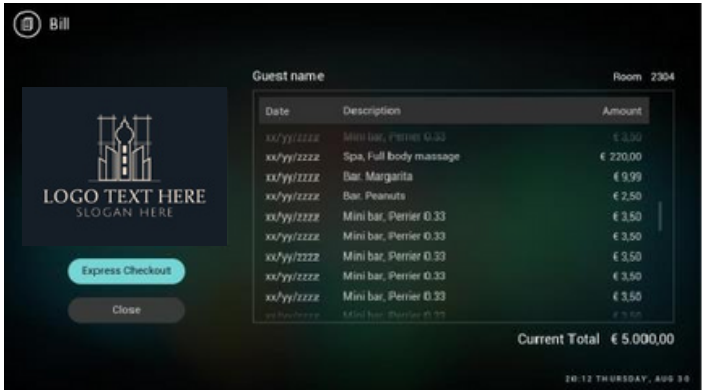
Delight your guests:

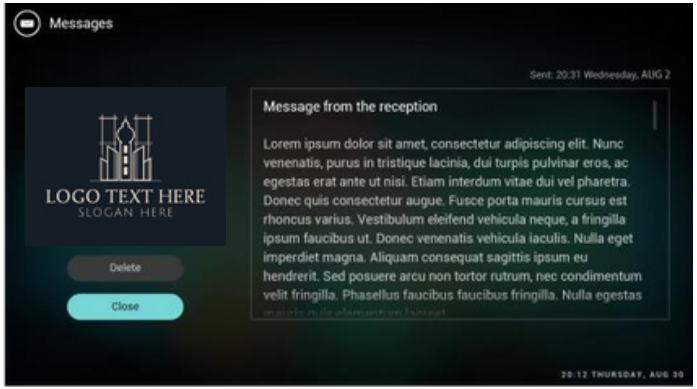
- TV on after check-in
- Personalized experience using Guest Name; Guest Language default set upon arrival
- Store credentials till checkout

Advanced functions: Bill on TV –Messages –Express Checkout

Save power: Auto switch off at checkout

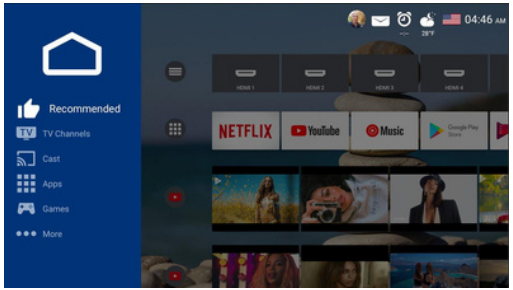






Different levels of branding

DDB UNBRANDED
(Default Dashboard)



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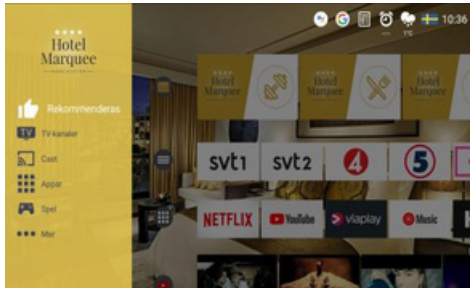
CMND

DIY: DDB BRANDED
With or without info pages



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CMND

CDB (Custom Dashboard)

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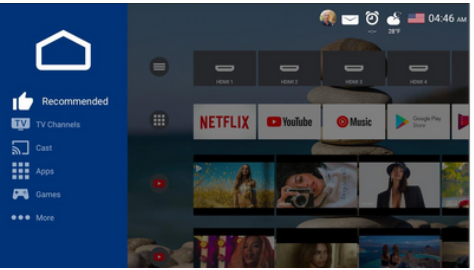
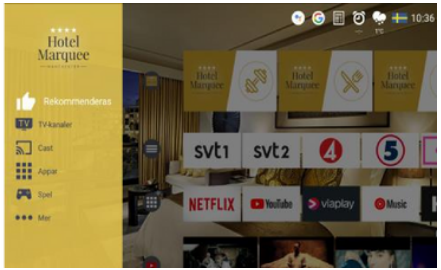
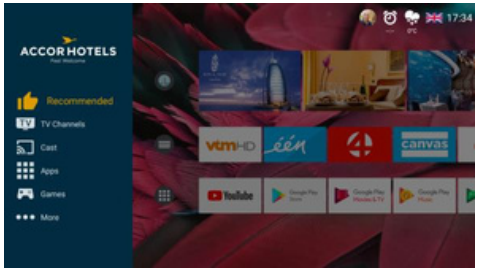
3rd party Device/Content mgmt system

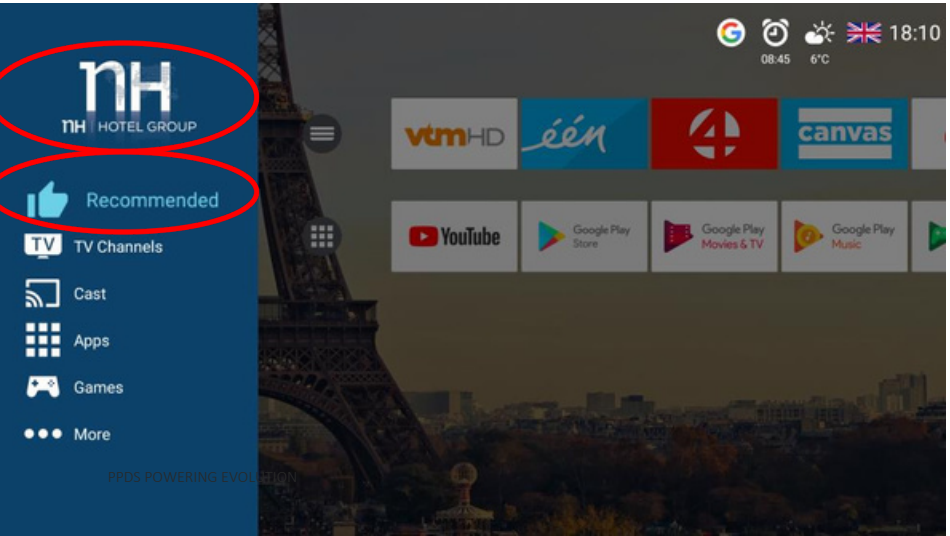
DIY Branding

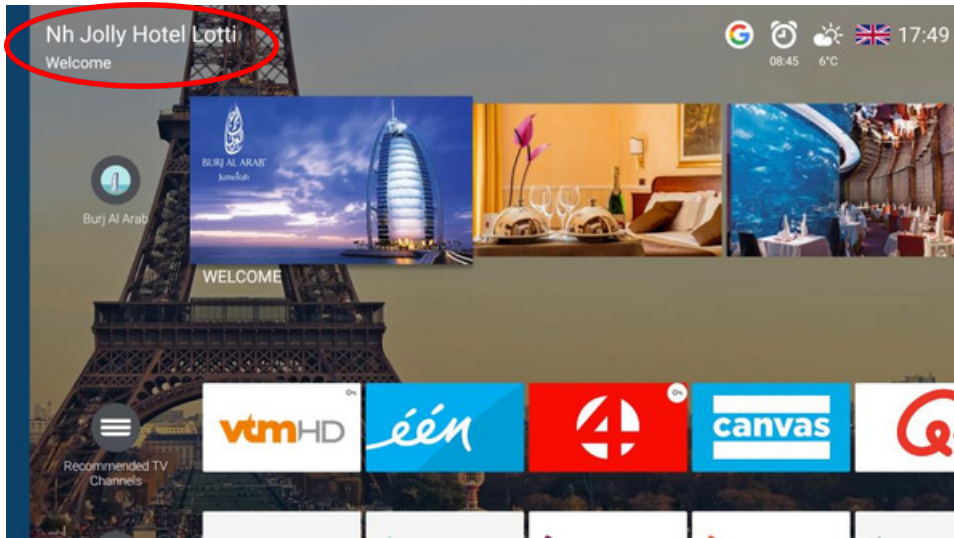
Easily add your hotel logo, hotel name, custom background and your preferred colourscheme









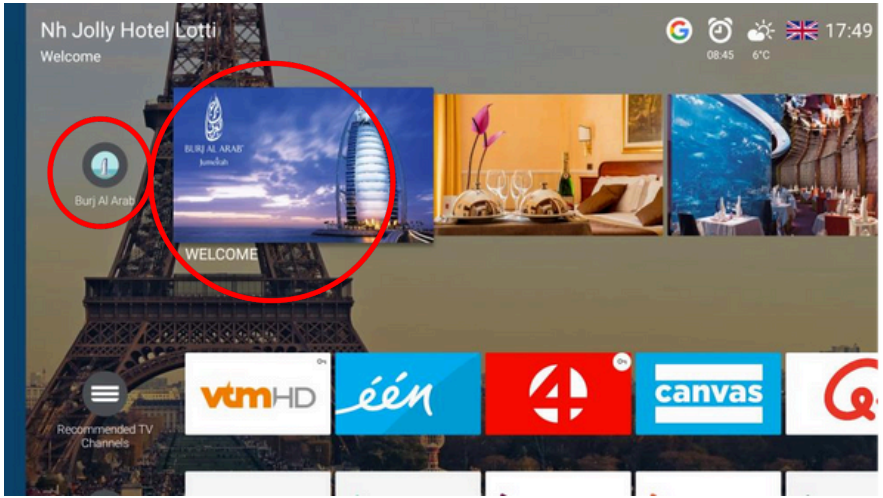


Hotel Info pages

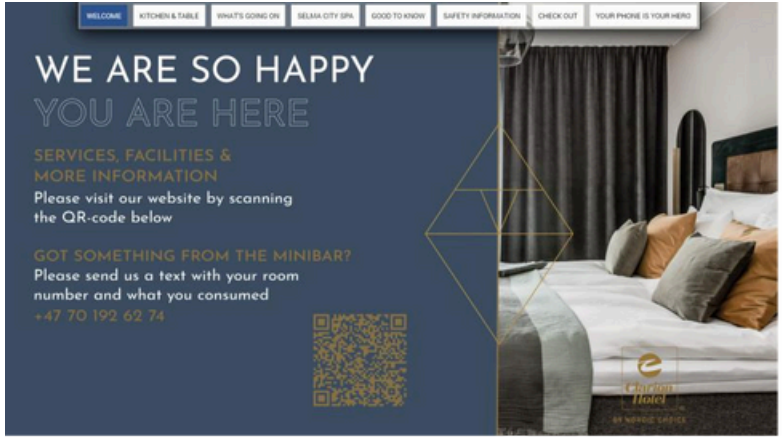
- Smartinfo: a digital version of the hotel directory directly on the TV
  - Page navigation using TV remote control

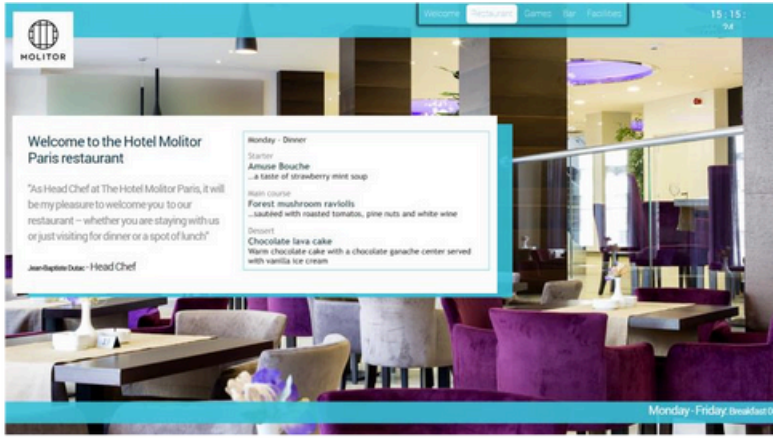
Technically: local website or cloud hosted website

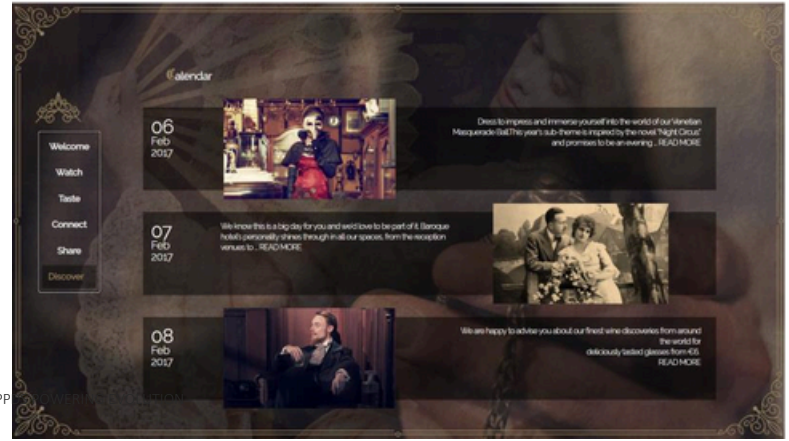
  - One tile = one page of the website

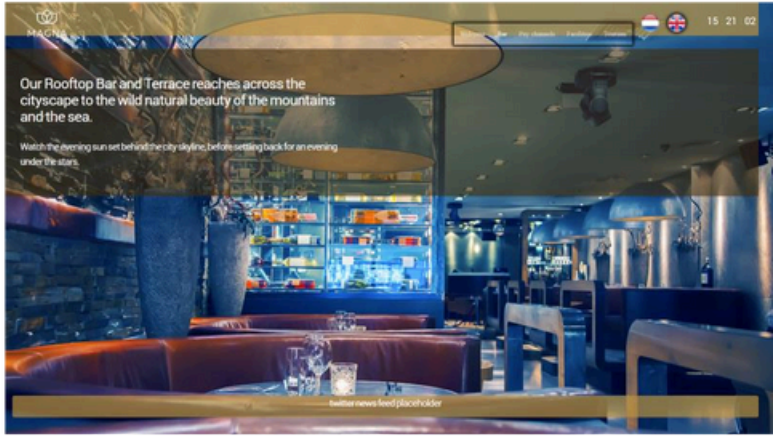


Smartinfo Examples





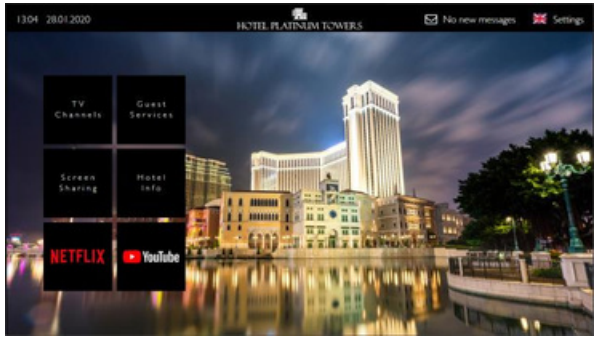


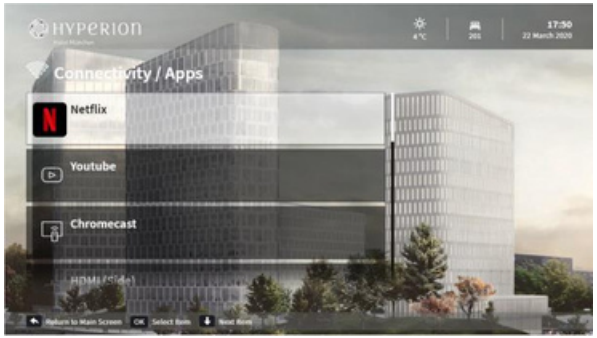


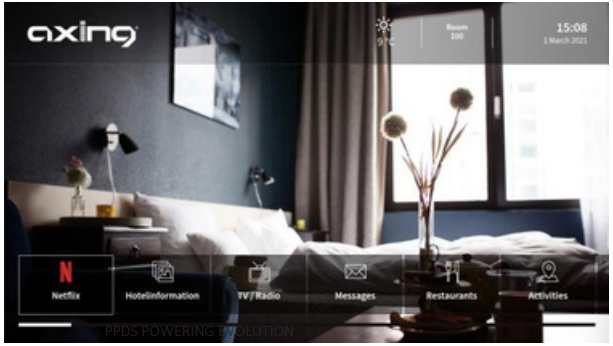
Custom Dashboard

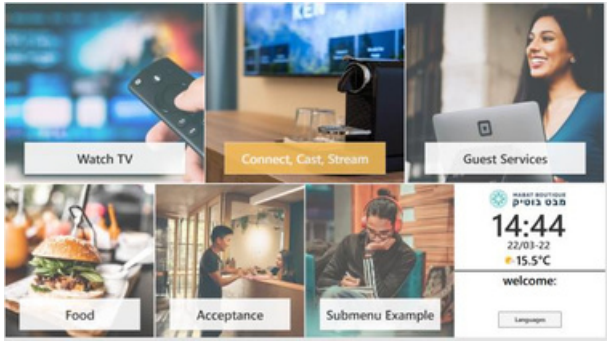
No limits: Re-brand the guest user experience according to your brand requirements.

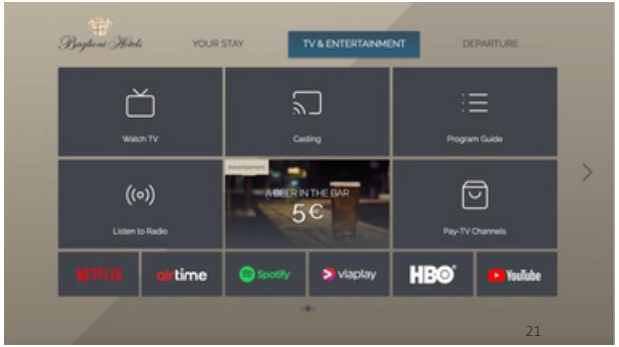
Examples:





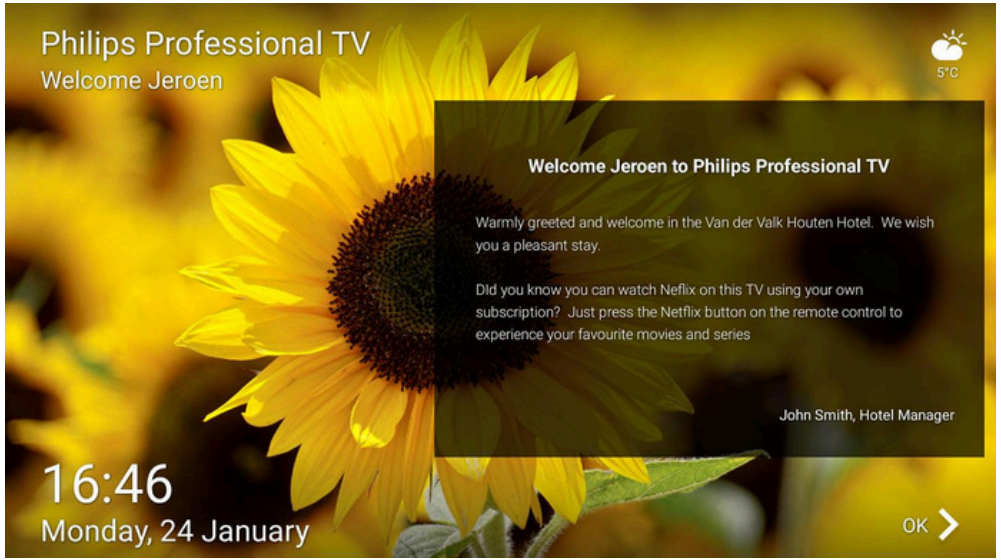




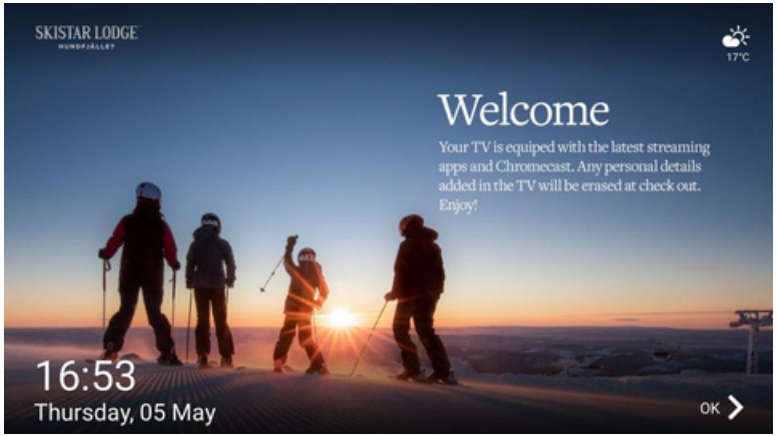


Welcome app

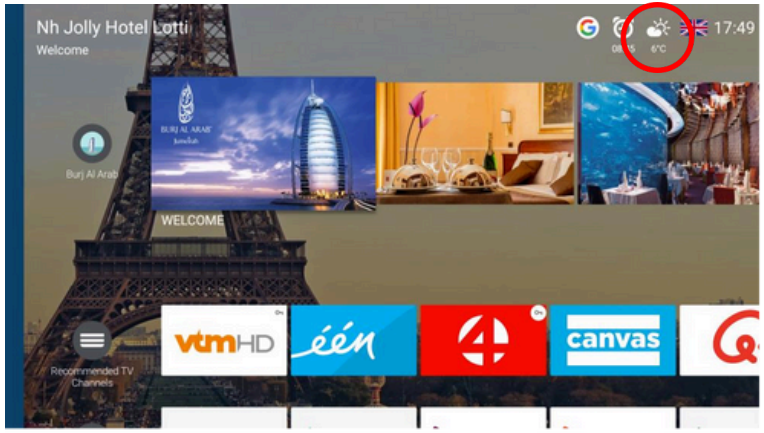
- Offer a fully branded, personal welcome experience
- All text/graphics except OK> can be individually enabled/disabled, optional message (multiple language support)
- Support for slideshow of image, video or mix



Example of customized version

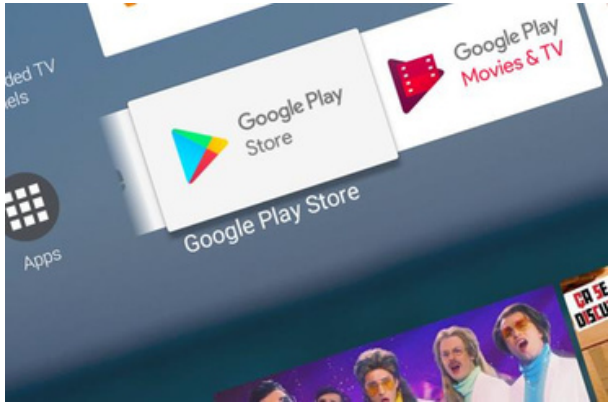


Weather forecast



Google Play Store

Find it, Watch it or Play it ! No limits !



What is it?

Google Play Store, is Google's official store for Android apps for Android devices. Like your Philips MediaSuiteTV

Why do I need it ?

Unlimited access to all Android apps.

How does it work ?

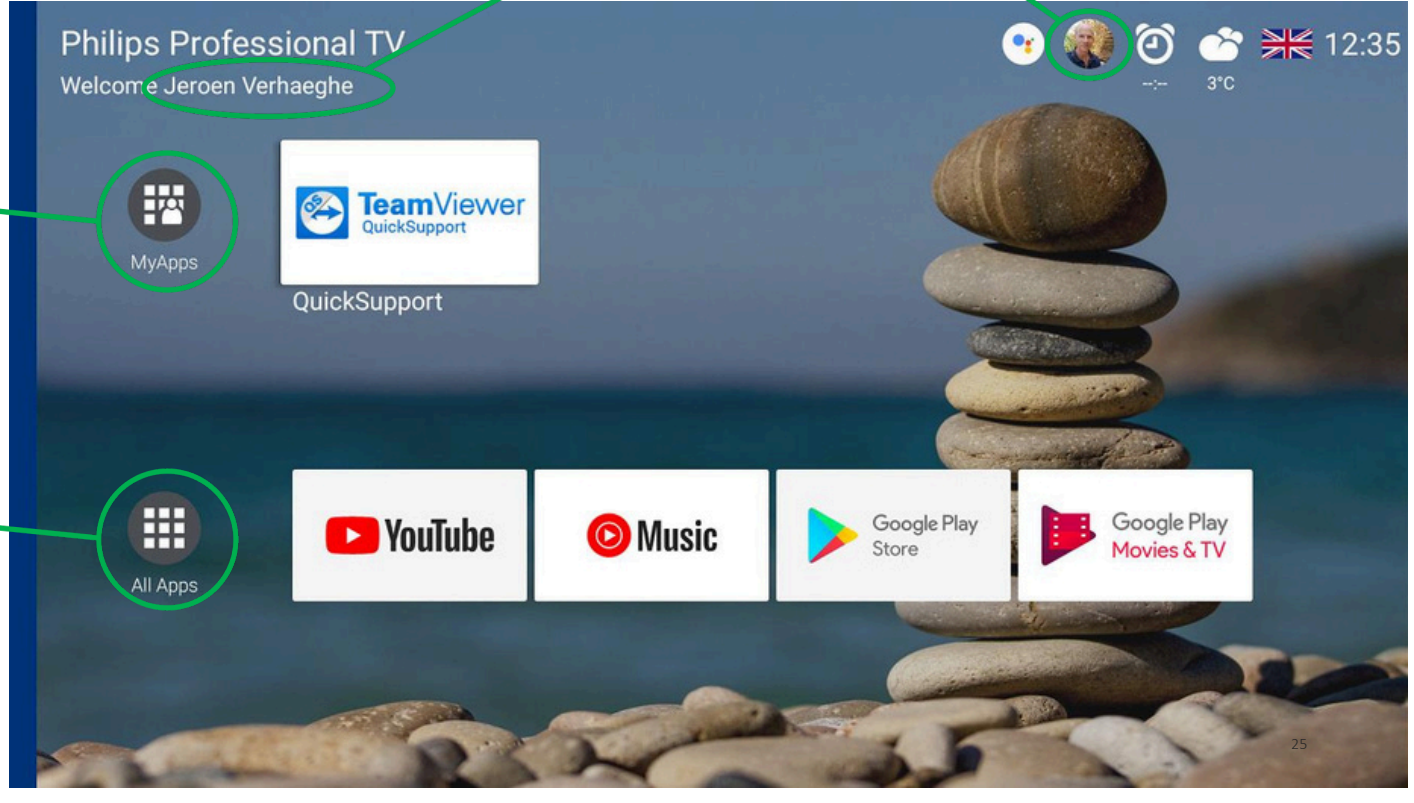
- The Google Play Store works similar to the one on mobile phones. (Search download & install)
- Both Integrators and guests can install/uninstall apps
- Installer and hotels are able to add apps in a permanent (sticky) way through AppControl(Philips proprietary service)
- App data and history is cleared automatically or manually

Apps in DDB

Guest need to log in with their Google account when they want to install apps

Guest can easily find apps he installed by himself. These will be uninstalled at checkout

Apps installed by the hotel/installer remain permantly installed



Credential management in hospitality

App data & cache clearing (+ browsing history, cookies etc) are cleared at predefined moments:

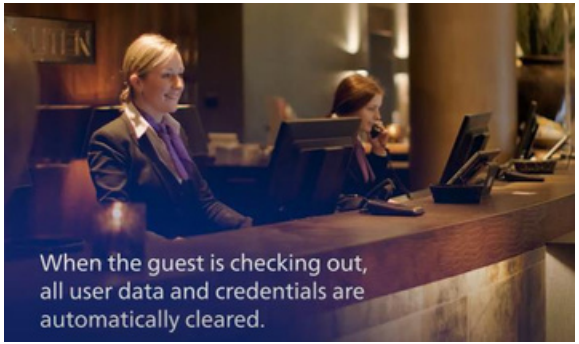
Standard –Checkin/out –by user

Standard

Credentials are cleared at every on/off cycle of the TV

PMS Integration

Credentials are cleared at check-out
Mandatory by Netflix



User triggered

Credentials are cleared at user request
Mandatory by Netflix

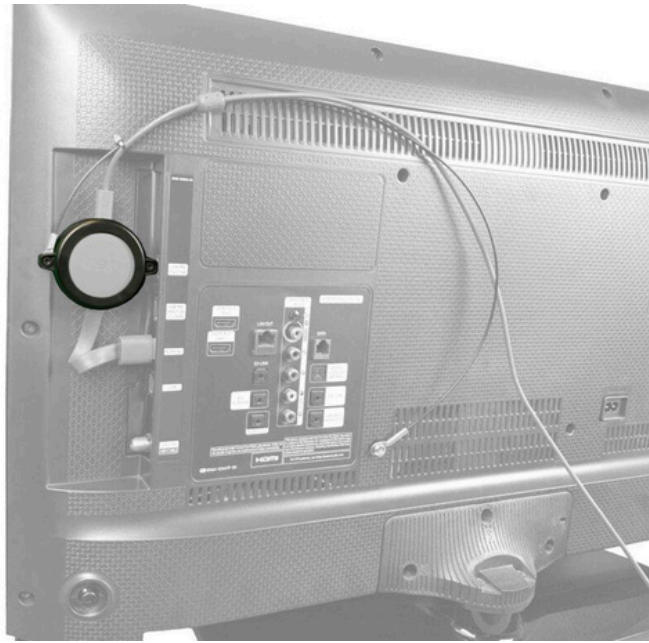
Google Cast built-in

Chromecast built-in

Chromecast built-in is a technology that lets you stream your favorite entertainment and apps from your phone, tablet or laptop right to your TV.

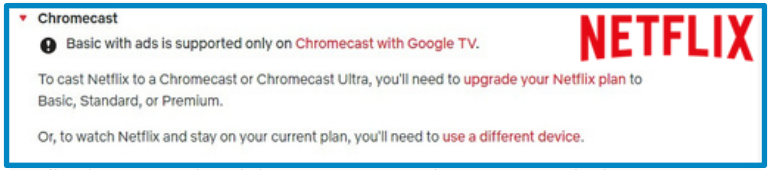
Why chosing Chromecast built-in over external Chromecast?

- No Risk of Theft
  - Some guests are really creative when it comes to obtaining Chromecast dongles
- No risk of disconnection
  - The household staff will be so happy!
- No risk of service interruptions due to unexpected firmware updates
  - Google can’t mess up the continuity of hotel services anymore
- No Privacy/GDPR risks
  - Professional credential management. Designed for hotels
- Delight your guests with 4K UHD performance
  - 4K UHD displays deserve 4K UHD content. Don’t be satisfied with less.

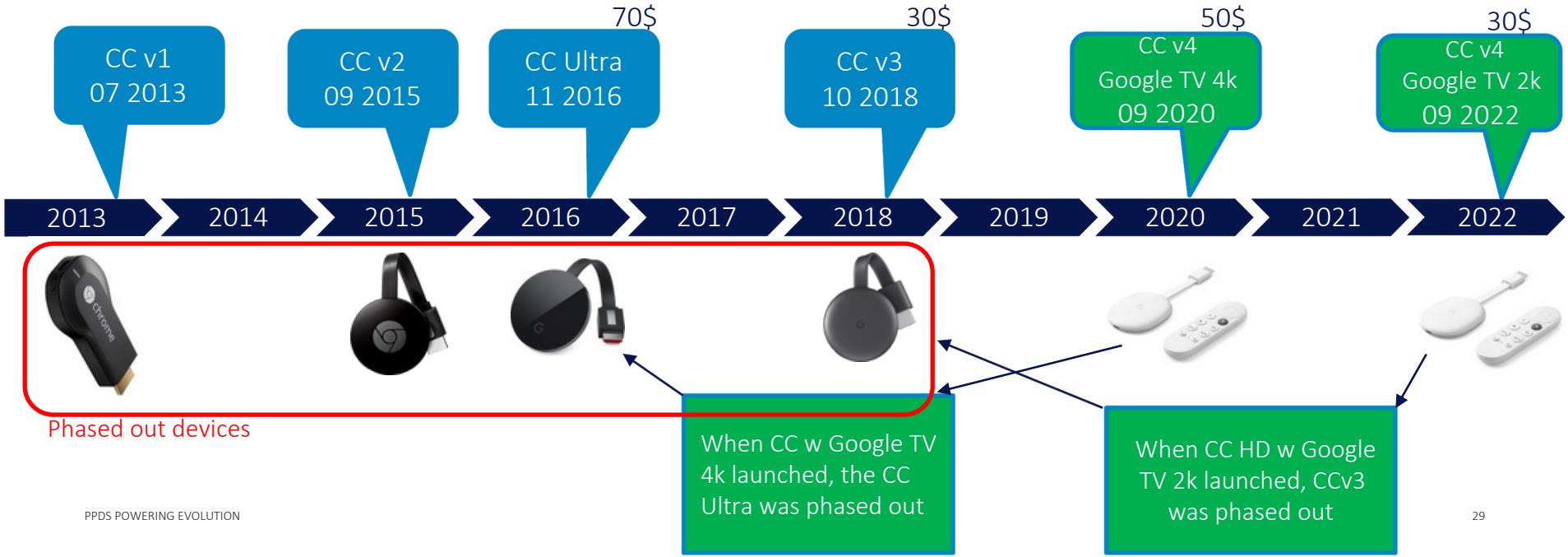


External Chromecast History

Google announced the end of CCv3 on sept 22, 2022
https://blog.google/products/chromecast/chromecast-google-tv-hd/



Netflix 'Basic with ads' not supported on external Chromecast



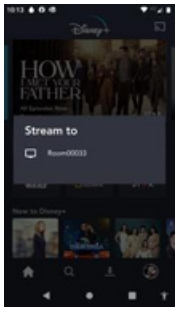
A quick comparison

- Powered from USB port of TV
- Chromecast only
- Netflix no login required
- Can only be used with apps supporting Chromecast via mobile device
- No remote control, can only be used from mobile device

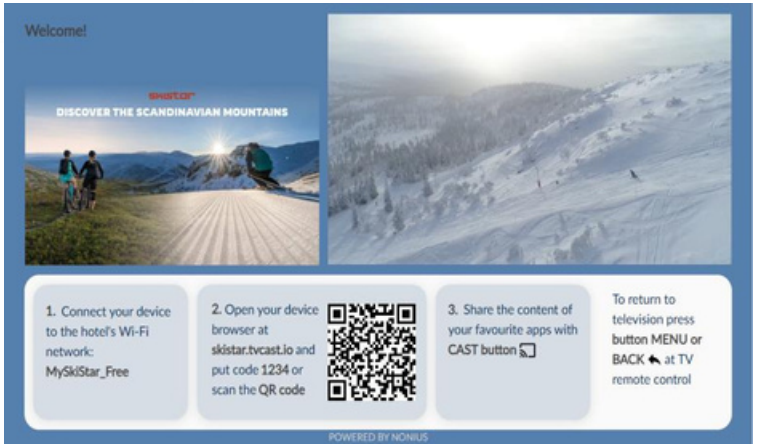
- Powered by external AC/DC adapter + USB-C Cable
- Chromecast + Google TV
- Netflix via embedded app (login required)
- Chromecast + Access to 10.000+ apps via Google Play Store
- Additional remote control for Google TV
- Supports user login and different user profiles

Chromecast built-in

Option 1: Standalone



Option 2: Integrated(requires Cast server/gateway)



Unique by Philips!

+ Easy & cheap: No Network integration required

-Guest needs to conncet to TV network

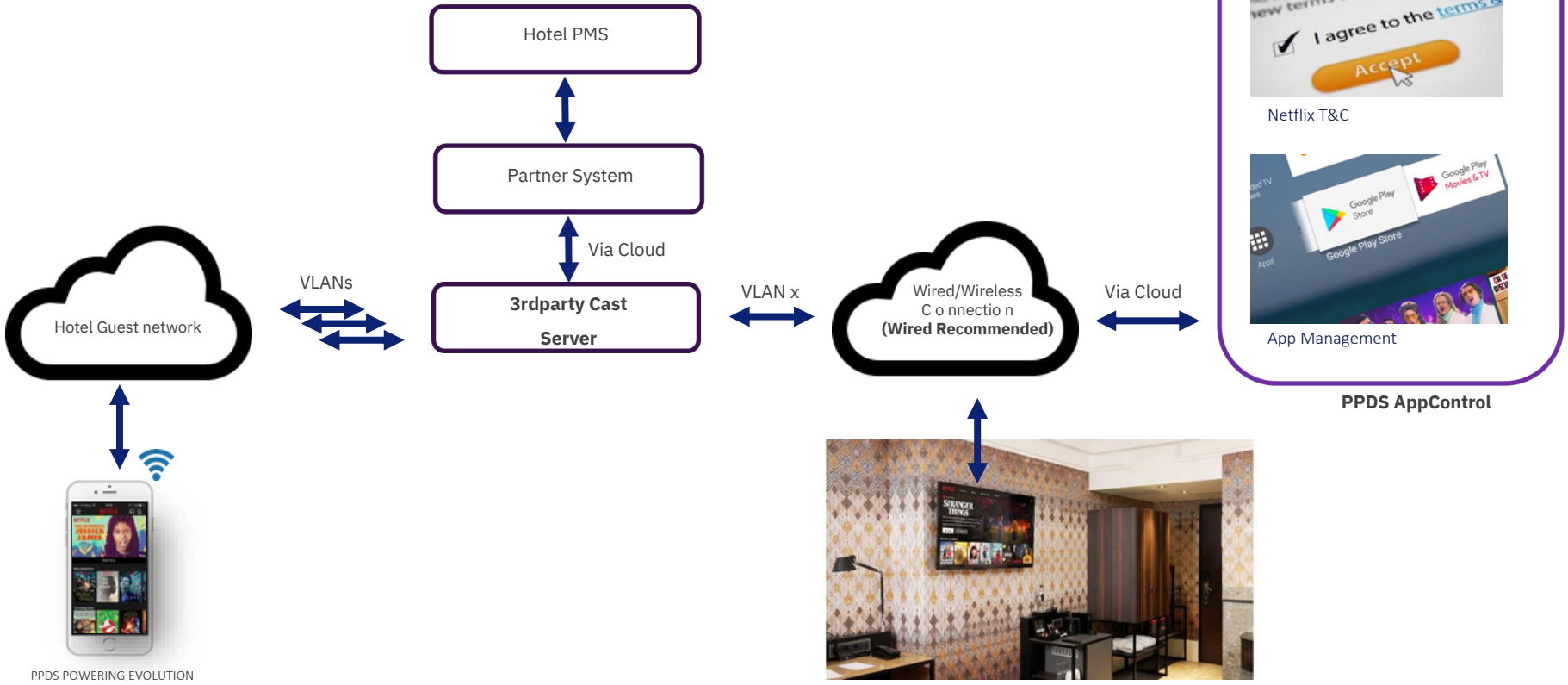
Offered by partners

+ Best user experience: Guest can stay connected on hotel network

- Adds cost and complexity in the IT network
- Often involves recurring cost

How it works –Secure Gateway

PPDS



Chromecast TCO

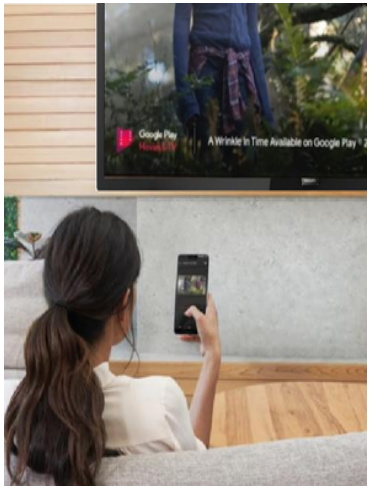
Chromecast built-in

PPDS

Chromecast built-in, a cost effective sharing solution !

Total cost of ownership (TCO) built-in solution from Philips vs external dongle

Cost	One time fee	Per month per TV	Breakdown 100 TVs over 3 year
Chromecast Proxy server	1 000 €		10 €
Chromecast by ext. server license	2 000 €		20 €
Chromecast by ext. monthly license		1 €	36 €
			66€
HW + config	Per TV	One time cost	
Chromecast dongle FHD*	30 €		30 €
Anti theft protection/handling (v4)	25 €		25 €
Configuration/set up external dongle	25 €		20 €
Onsite installation		900 €	9 €
			84 €
		Total cost of external CC incl. Installation	150 €



*Philips is offering UHD built-in. (up cost UHD external dongle = **30 €)**
**External dongle warranty often limited to 1 year

Disclaimer: The calculations above are indications only

Post-install interventions

The TCO does not include service interventions due to loss, disconnect or damage. Many hotel guests unplug the dongle for various reasons

Netflix Ready

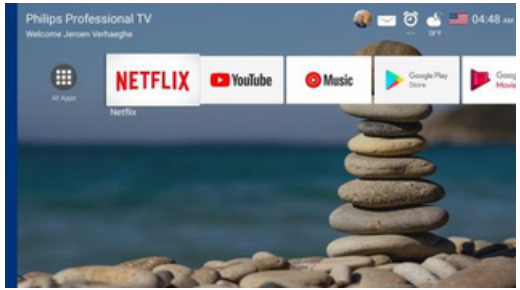
Netflix Guest Journey

- https://www.youtube.com/watch?v=fhRRch569Xs

Netflix Hospitality Agreement

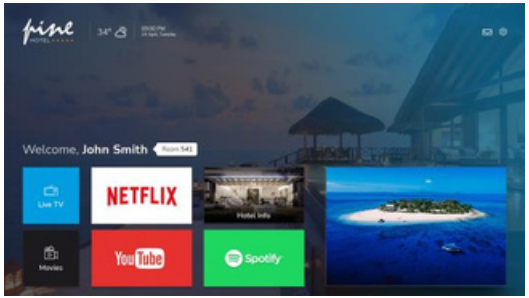
- Appcontrol.cmnd.pro

Uxplacement requirements



Credentials cleared at check-out

Custom Uxreviewed & approved by Netflix



Netflix RC

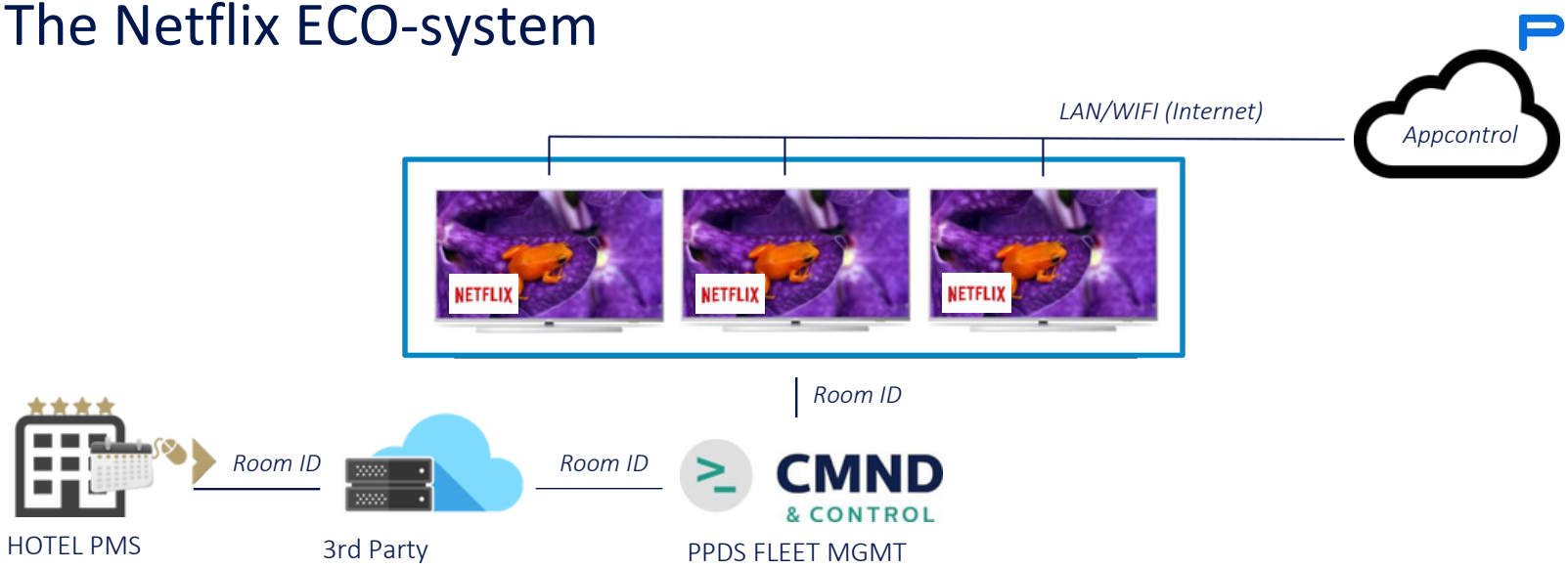
App Access Free to guest

No free login provided by hotel

Has to be disabled outside of guest rooms

Minimum Bandwidth

The Netflix ECO-system



The need for **Netflix -Checkin/out**implies the need for **device provisioning**, including **a fleet management tool** and connection to the **PMS system,** as well as infrastruture for **collecting and reporting analytics**

PMS Quick Reference card

Customer checkes if the Hotel PMS system is already supported on PMS.CMND.PRO

YES

Customer requests an price

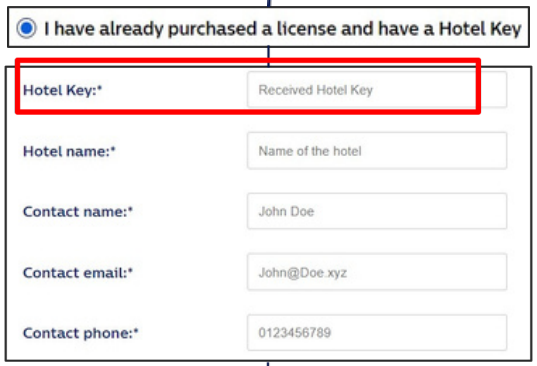
Sales sends an offer

Customer sends PO to orderdesk

Orderdesk sends invoice with (one or more) Location Activation Code (s)

Customer opens PMS.CMND.PRO

Choose this PMS



3rd party contacts customer

NO

Customer collects PMS API spec and asks 3rd party if they can support

CMND in control of TV-fleet management

CMND is Philips unique advanced & efficient all in one software tool for installation, maintenance, content creation and deployment. It saves serious time and money. Outstanding to create maximum guest comfort.

Caring for guest comfort and low cost of ownership

- Fast configuration & installation
- The only all-in-one software for both RF & IP
- Deployment to both Signage Monitors & Pro-TV's
- Most advanced & flexible content creation (not limited to fixed templates)
- MediaSuite remotely managed also trough TeamViewer
- Most advanced TV vendor tool for technical support and solutions

CMND & CREATE

CMND & CONTROL

Centralized display management:

CMND & CONTROL

- Update and control all your displays, including settings, software and content, from one central location either scheduled or in real time
- Manage RF and IPTV channels via RF coaxial and IP networks

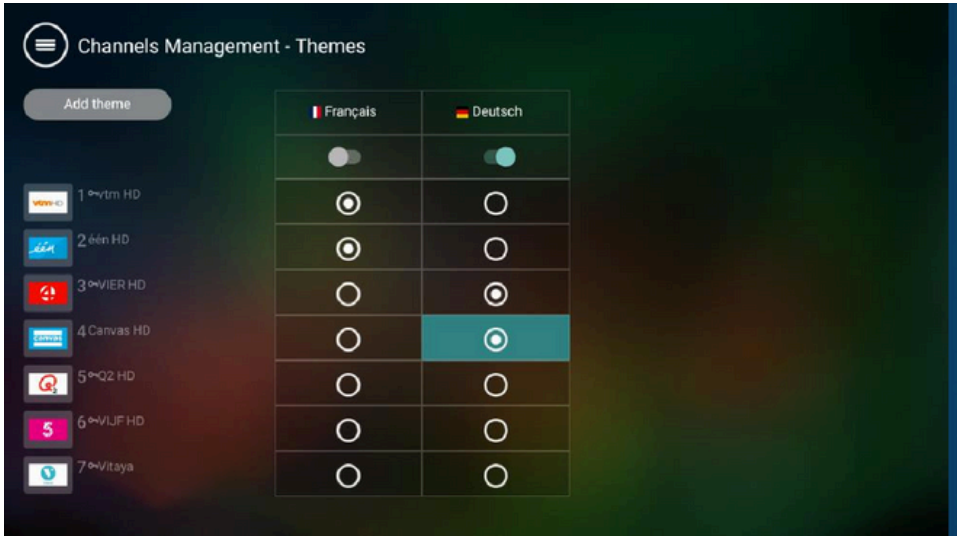
Centralized content management:

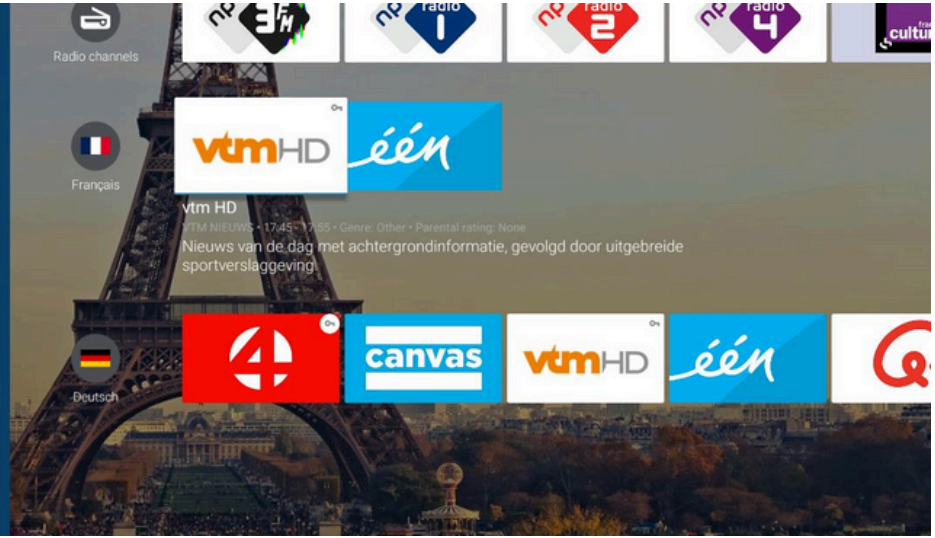
CMND & CREATE

- Central control over how, when and what content is displayed
- Create interactive content using free, predesigned templates
- Create content in both Portrait and Landscape mode
- Intuitive user interface with drag and drop widgets, video and image playback, and a scheduling feature for content publication
- Add RSS feeds, weather, ads and other automatically updating elements

Theme TV

- Group TV channels by topic or language





IPTV Channels

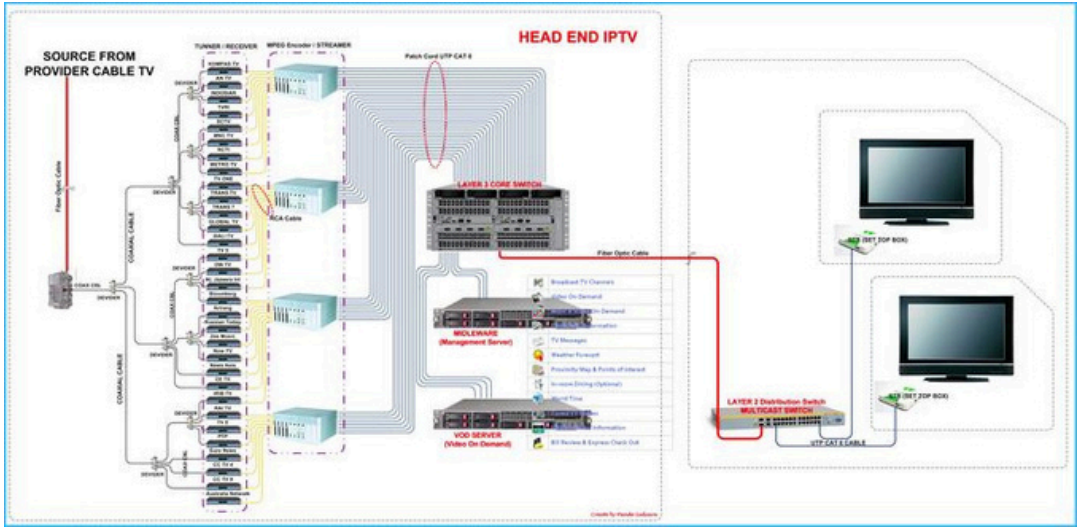
In newly built hotels and hospitals, traditional RF cabling is very often no longer provisioned

Linear Channels can be

captured from Cable and/or Satellite,

converted into an encrypted multicast IPTVstream using Philips VsecureDRM

Distributed over IP to all Philips TV



And More

Bathroom/pillow speaker output

Smartplug Xpress
(MPI/MTI)

Signage Applications:
- USB Autoplay
- Scheduler
- HDMI Break-in

Accessory Remote Controls

PPDS

Remote Control overview HTV 2022

Easy RC Accessory only	HeartLine Accessory Only	Setup RC Accessory Only	Digit RC for MediaSuite (IR only)	Hygienic RC Accessory Only	Premium Hygienic RC
22AV1601B	22AV1604B	22AV9574	22AV2005B	22AV2204A	22AV2226A
Ideal for Elderly	Ideal for Hospitals	Musthave for installer	Standard	Generic Hygienic IR RC	Hygienic RC + BT MIC + Netflix

Accessory table stands

	ASFX600/00W	ASSW600/00W
Screensize range	32” –75”	32” –58”
Max VESA	600x400	400x300
Swivel	No	Yes (+/-25°)
Height adjustment	Yes	Yes
Anti-tip prevention	Yes, via furniture	Yes, via furniture
Glass size	600x280 mm	430x265 mm
Max weight	40 kg	30 kg

Attaches to the VESA interface
Fits on any series: EasySuite –PrimeSuite – MediaSuite
To be sold and used ONLY with PHILIPS displays

Professional Soundbar HAL5023/00

Simply Better TV Sound:

- 200W max / 100W RMS
- Built-in subwoofer
- 2” left/right + 3” subwoofer
- Bypacked wallmount

Professional & Managed:

- Professional mode
- Plug&Play with MediaSuite
- Control via TV RC
- Setup & Cloning via TV
- Managed Bluetooth Sink Receiver*
- Single Power socket installation
- Anti-theft cable

3Y Professional Warranty

- MP China: September –availability WHS in November
- Leaflet: available on Mediahub
- TV firmware: new maintenance release
  - targeted by end November

* PMS connection recommended

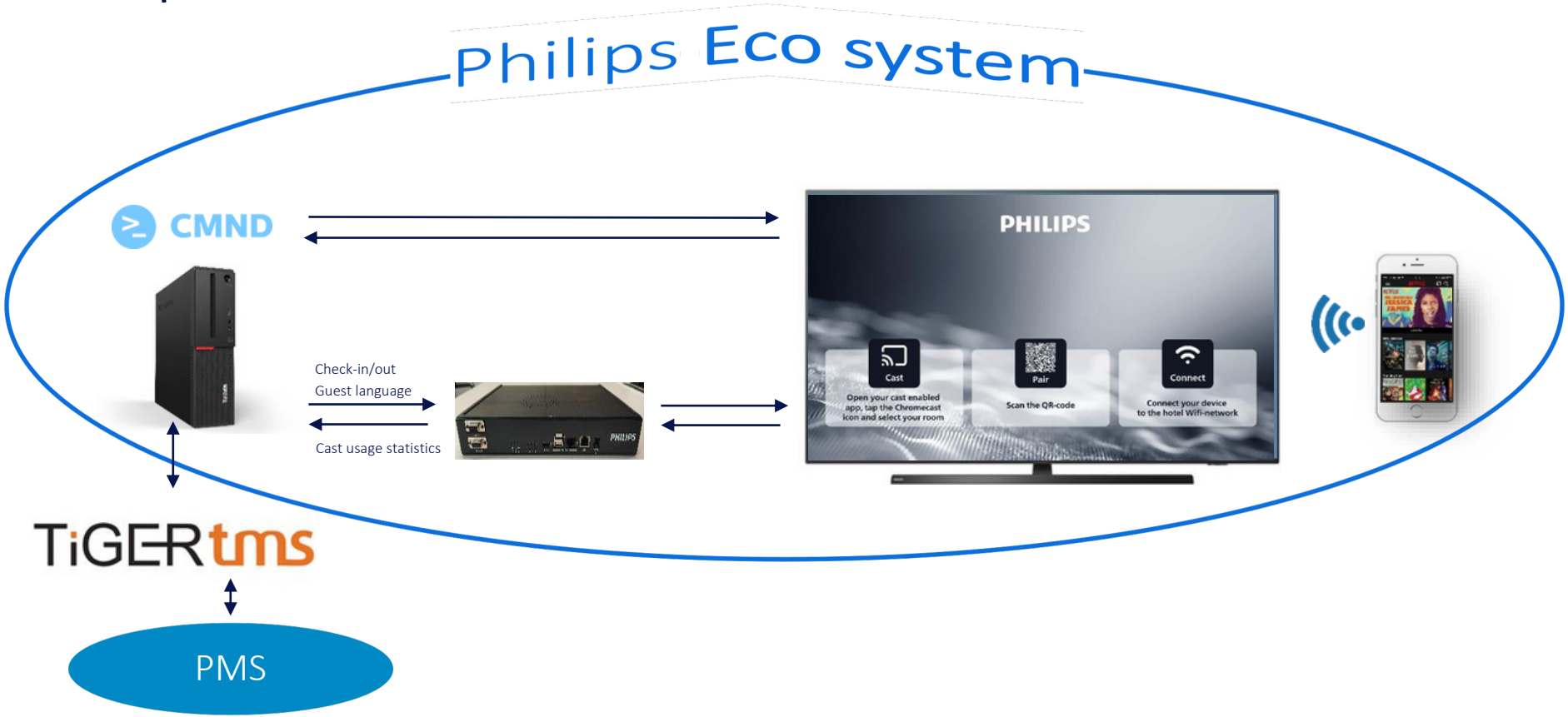
Professional Soundbar

HAL5023/00

Q3 2023

- Built-in **Subwoofer**
- Play your personal sound content via **BT AUDIO**
- **Easy setup & cloning** via TV professional menu
- **Smart power cable** for quick installation
- Customizable **secure sound** configuration
- More **powerful TV sound**
- **Controlled clearing** of BT connections
- **Control** the soundbar with the **TV remote**
- **Freedom of placement:** wall mounted or on a surface
- Professional **Warranty**
- Anti-theft

Philips Cast server



Chromecast (today)

PPDS Solution

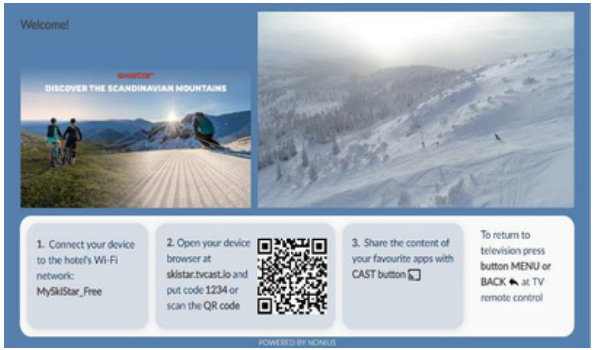
Standalone

Secure Share

Il cliente con una connessione Peer to Peer attaverso la rete wi fi generata del TV .
Il cliente deve uscire dalla rete dell'Hotel e accedere a quella del tv

Partner Solution

Integrated



Gli ospiti rimangono connessi alla rete dell'hotel
Aggiunge complessità alla rete IT (richiede server/gateway Cast)
Aggiunge costi ricorrenti
Spesso offerto solo in combinazione con CDB
(Customer Data Platform per la raccolta dati dei clienti connessi)

Cast server benefits

CMND
CREATE & CONTROL

- PHILIPS all in one solution
- E attivo solo in combinazione con il CMND.
- Cast statistics(App Control)
- No need a custom dashboard (Nessuna integrazione esterna)
- Istruzioni di connessione in lingua
- Inizia a trasmettere indipendentemente dall'input/app attiva
- Cast anche quando la TV è in standby
- Il cliente è connesso per tutta la durata del soggiorno
- Disconnessione automatica al momento del check-out

Interfaccia personalizzabile

Cast Server

- Feature Overview:

	Licensed	Unlicensed
Casting	Yes	Yes
Check in/out	Yes	Yes
Guest Language	Yes	No
Rebrand Cast background	Yes	No
Analytics	Yes	No
Firmware Update	Yes	No
Support	Yes	No

CMND
CREATE & CONTROL

Sustainability

We received our Golden EcoVadismedal in June 2022 for creating long term value for our employees, customers, suppliers and communities. We are now in the top 6% of companies rated by EcoVadisin the Manufacture of Consumer Electronics Industry.

Powering Evolution

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I. Tsalouchidi 16 - 20, Business Center, 54248, Thessaloniki, Greece

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www.majar.gr - info@majar.gr

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