



Hospitality vs. Consumer TVs: A guide for hotels.

As a hotelier, the time has come to upgrade to new televisions equipped with the latest resolutions and technologies for your guest rooms. In the past this kind of large purchase may have been as straightforward as heading to a local big-box store and choosing a consistent brand with similar features within a certain budget. What may be worth considering this time around is quickly comparing hospitality TVs and consumer-grade TVs, identifying any potential benefits and risks that could arise when making such an important decision for your hotel and your customers.

What is a hospitality TV?

A hospitality TV refers to both the displays found in hotel guestrooms and lobby/common areas, as well as the programming that appears on those displays. Hospitality TVs often include plenty of customizable options that offer guests a better viewing experience. It also provides other important key benefits such as:

- Content provider compatibility technology
- Longer parts and services warranties
- Physical and technological security features
- A simpler, more streamlined set up process through remote management systems

These features, when combined, are more cost-effective, customizable and easier to manage, helping hotels to reduce costs and minimize the administrative and technical burden over time.



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The 4 most important things to compare

Hospitality TVs



Technology

Digital Rights Management (DRM) technology is typically required to deliver HD entertainment to your guests. Hospitality TVs come embedded with Pro:Idiom^{®1} and/or DRM technology to ensure secure deployment of content across multiple rooms.

Can easily handle complex video distribution systems in hotels, creating stable video streaming signals while preserving its high-resolution picture.

Run time: Designed to be used for up to 16 hours a day, with some panels able to run 24/7.



Safety and Security

Technological

Offer lockable features to prevent guests from tampering with the settings such as lock-out capabilities on TV rear panel and menu display. Another popular feature is volume limiter which prevents guests from causing any disturbances.

Includes the ability to wipe personal information on SMART apps (usernames, passwords, viewing history) upon checkout.

Physical

Often feature anti-theft and safety systems (with lock-down plate, mounting hardware or other proprietary features) to prevent theft or accidental tipping that results in injury.



Labor and Maintenance

Compatible with technology solutions that allow content across hundreds of in-room displays that are managed from one central location. This allows for much more efficient operations of your hotel.

TV inputs may be set so your guests have the same viewing experience every time the TV is turned on, minimizing engineer and help desk ticket calls.



Warranty and Services

Typically come with standard two-year warranties with option to purchase extended coverage. Post-sale services also include exchange for any damaged TVs upon arrival or on-site repairs by certified technicians.

Consumer TVs



Technology

Does not come equipped with Pro:Idiom[®] encryption or DRM technologies to protect HD programming from illegal duplication, requiring a set-top box for each individual TV, significantly increasing ownership costs.

HD tuner not designed for complex video distribution systems in hotels, causing issues with video and picture in some cases.

Run time: Designed to be used between 4 and 8 hours per day.



Safety and Security

Technological

Lacks the lock-out abilities to keep guests from altering settings.

All personal information is stored regardless of check-in/check out creating data privacy issues for SMART Apps.



Labor and Maintenance

Cannot be operated without external hardware, certification and labor, whereby extra costs are incurred to set up each in-room display individually.



Warranty and Services

Typically have limited warranties (90 days to 1 year) that can be voided when TV is used in a commercial setting, negating any upfront savings.