



Dramatically decrease your total cost of ownership

Decrease your total cost of ownership by as much as \$28,000 with the Philips Smart Gateway – an incredibly versatile solution for managing your televisions, and for offering Philips exclusive SmartSecure and SmartUpdate features.

The likelihood of having to change settings on your in-room televisions has never been higher, with uncertainty in pay-per-view providers and cable and satellite providers offering new channels at an ever-increasing pace. The Philips Smart Gateway (PSG) insulates you and your guests from the inconvenience and cost of these market realities.

Scenario	Process based on Industry norm ¹
Initial installation and setup of televisions	<ul style="list-style-type: none"> •2.5 hours spent programming the initial TV •Transfer the settings file to USB or IR clone box •Visit every room to clone to each TV
Tweaking of initial TV parameters	<ul style="list-style-type: none"> •Reconfigure the TV by navigating the menus •Transfer the file to USB or IR clone box •Visit every room to clone to each TV
Channel map updates by cable or satellite provider; addition/removal of channels	<ul style="list-style-type: none"> •Auto-program a set to have the correct channel map •Transfer the file to USB or IR clone box •Visit every room to clone to each TV
Software or feature updates for the TV	<ul style="list-style-type: none"> •Transfer the software update file to USB or IR clone box •Visit every room to clone to each TV

Because the PSG allows all channel maps and television settings to be reprogrammed without ever visiting the room and during periods of inactivity via SmartUpdate, it saves you time and money, and helps assure that the guest experience is not disturbed. The savings can add up over five years in even a 100-room property.

	Remap channels (Assume 2 times per year at \$20 per room visit)	Tweak TV parameters ² (Assume 1 every 1.6 years at \$20 per room visit)	Installation time (Assume 2.5 hours to program initial TV and \$20 per room visit)
Cost without PSG over 5 years	\$20,000	\$6000	\$2075
Cost with PSG over 5 years	\$0	\$0	\$0

Total Savings over five years: **\$23,575 - \$28,075**

Increase these savings with Philips Smart Secure for theft resistance, a benefit that renders your Philips televisions inoperable if they are removed from your property, even displaying an indicator screen with the name and phone number of the owning hotel.

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¹Industry Norm is an average of all options on the market and may not pertain to any particular manufacturer. ²Tweak of TV parameters refers to adjustment of volume, color brightness, contrast, turn-on channel, welcome message, etc. ³A range is provided because the PSG may be sold separately or as part of a turnkey solution.