

## NH HOTELES SIGNS AN INTERNATIONAL AGREEMENT FOR CHAIN-WIDE INSTALLATION OF PHILIPS HOSPITALITY TELEVISIONS



- **NH Hoteles have chosen TP Vision, manufacturer and marketer of Philips TV sets as exclusive supplier of next-generation televisions**
- **The companies have worked together on the development of a specific solution for the hotel sector designed to enhance the customer experience both in-room and in the meetings, conventions and events segment**
- **The agreement additionally contemplates a commitment to undertake joint promotional activities during the next two years**

**Madrid, September 23<sup>rd</sup> 2013.** NH Hoteles, a benchmark in the tourism sector with close to 400 hotels located in 26 countries around the world, and TP Vision, leading manufacturer of hospitality dedicated in room entertainment solutions have signed an agreement-, under which the maker of Philips television sets become the Group's preferred supplier of next-generation equipment specifically developed for the hotel sector.

The agreement was signed this Friday at Madrid's NH Eurobuilding hotel at an event attended by NH's CEO, Federico González Tejera, and the General Manager of Hospitality & Healthcare TV of TP Vision, Chris Sluys.

González Tejera said of the agreement that "in order to provide travellers with a unique experience during their hotel stays, it is vital to remain at the vanguard of all the room details rated by our guests." He also noted that "with the help of an ally with the sector know-how and leadership boasted by TP Vision, coupled with the ongoing innovation associated with the Philips brand, we are closer than ever to transforming the Company into a new NH, poised to take travellers by surprise".

Chris Sluys from TP Vision adds: “We are excited that we were able to reach this agreement to bring our latest innovative hospitality solutions into NH Hoteles rooms. We are convinced that our future-proof and sustainable Philips Smart TVs will bring a new dimension when it comes to superior guest experience and operational efficiency.”

Both companies worked together to develop a TV solution custom-designed for the hotel sector that meets NH's needs all over the world. With this in mind, TP Vision has committed to supply the Group with next-generation Philips television sets on preferential terms. These sets will be gradually installed in the chain's hotel and conference rooms, as dictated by unfolding requirements. This initiative falls under the umbrella of the hotel chain's goal of making NH Hoteles the best choice for hotel users by leveraging its strengths and redefining the customer experience.

In addition to the supply agreement, the scope of the alliance between the two companies includes a commitment to undertake joint marketing initiatives over the next two years.

### **About TP Vision**

TP Vision is a dedicated TV player in the world of visual digital entertainment. TP Vision concentrates on developing, manufacturing and marketing Philips branded TV sets in Europe, Russia, Middle East, Brazil, Argentina, Uruguay, Paraguay and selected countries in Asia-Pacific. We do this by combining our design expertise and innovative Philips TV heritage with the operational excellence, flexibility and speed of TPV Technology. With these combined strengths, we bring high-quality TV sets to the market: smart and easy to use with sophisticated styling i.e. new materials and slim design. We believe in creating products that offer a superior TV experience for consumers. With Philips TVs, TP Vision is a global leader in the hospitality market. Based in Amsterdam, the Netherlands, TP Vision is the exclusive brand licensee of Philips TV for the above listed countries. The TV Company is 70% owned by TPV and 30% by Royal Philips, headquartered in the Netherlands. TP Vision employs close to 2,600 people in several locations around the globe.

### **About NH Hoteles**

NH Hoteles ([www.nh-hotels.com](http://www.nh-hotels.com)) is Europe's third-ranked business hotel chain. It operates close to 400 hotels with almost 60,000 rooms across Europe, the Americas and Africa, including top destinations such as Berlin, Madrid, Amsterdam, Brussels, Paris, Buenos Aires, London, Rome, Vienna, Bogota, Mexico City, Barcelona, Frankfurt and New York. NH Hoteles is traded on the Madrid stock exchange.

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