

Case Study

MORIARTI



iBAHN

ETVi high definition EPG user interface design



HD EPG user interface

Background

Every day, in 33 countries, iBAHN® provides an unparalleled digital information and entertainment experience at some of the world's best hotels through Internet, Mobile & TV services.

The iBAHN ETVi HD digital solution is the world's only true end-to-end digital guestroom media entertainment and information solution. The in-room entertainment of the past is quickly giving way to an entirely new dimension of digital guest entertainment and information. An unprecedented array of services and conveniences that are all coming together with the picture superiority, cost-efficiency and applications flexibility.

The brief

iBAHN started porting ETVi over to new a new HD infrastructure and quickly realised that the existing SD UI was not fit for purpose on the new generation of 1080p capable displays being installed in hotels all over the world.

Moriarti were asked to look at all aspects of the design the GUI for high definition display, and how it could be expanded and enhanced for the greater resolution.

The response

Upon successfully securing the business with a demonstration of our expertise in user interface and experience design, **Moriarti** embarked on the project by initially benchmarking all of ETVi's competitors, both directly in the hospitality sector, and in a wider context with the user experience that customers were used to in their own homes.

The interface gui was updated and expanded for the new high definition formats, including adding a full seven day electronic programme guide, video and audio on demand players, web browser, email application, guest and hospitality services.

In addition to this **Moriarti** produced high definition animation sequences for use on the system on bootup and visualiser videos for play back during music and radio playback. This video has also been personalised for different hotel chains.

Maybe next time you are on holiday, you'll have the pleasure of using ETVi's great service on a glorious 50 inch HD display.

"From the start **Moriarti** exhibited a great understanding for the issues involved in developing a user interface for ETVi that was both elegant and simple to use, but contained a lot of functionality for the. They designed an intuitive, visually appealing interface for ETVi that engages guests and is consistent with the navigation flow they appreciate on their home entertainment systems."

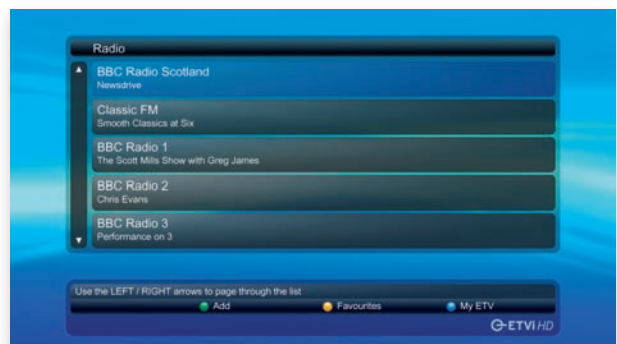
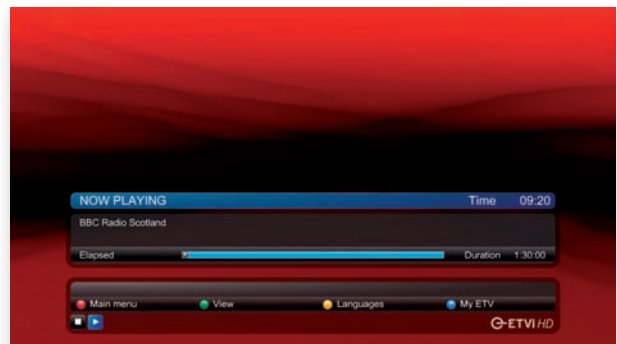
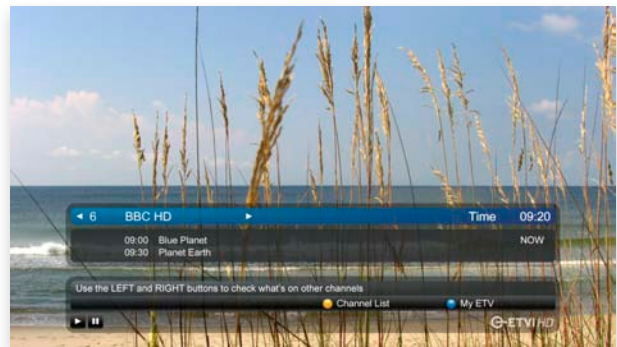
David Nicol

Head of Video Engineering, ETVi / iBAHN

ETVi boot animation and HD user interface



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