

pure screens

Press release

Paris, March 10th, 2010

PURESCREENS and LOCATEL bring digital decoration to hotel rooms

PURESCREENS is thrilled to announce a distribution agreement with LOCATEL, the European leader in HD IPTV solutions for the hotel industry.

Applying to home décor the mechanics that are at work in the music, movie, and book publishing worlds, PURESCREENS realizes the immense potential of the digitalization of aesthetic content, whether it be paintings or images of extraordinary locations and underwater sceneries. Purescreens aims to enhance the room experience by turning the TV screen into the most decorative item of the room.

Already present in 4 million homes in France, this agreement with LOCATEL enables PURESCREENS to offer its cutting-edge HDTV services to the hospitality world.

Three IPTV-based HD channels will be offered within LOCATEL' state-of-the-art TV navigation system:

Purescreens HD MUSEUM

Purescreens HD MUSEUM will bring to hotel guests the world's greatest collections of pieces of art (Musée du Louvre, National Gallery of London, Galleria degli Uffizi, Munich's Pinakothek, El Prado, etc.) in High Definition. Picasso, van Gogh, da Vinci, Rembrandt, Warhol, Monet... The most famous paintings from the artists who made history will be offered in themed slideshows, out of catalogue of over 500,000 masterpieces.

Purescreens HD NATURE

Purescreens HD NATURE is a sequence of amazing shots of natural sites, filmed all over the globe from a fixed HD camera. *Purescreens HD NATURE's* 10-minute unedited programmes reflect nature's slow pace and convey, thanks to the hyper-realism of High Definition, the feeling of looking through an actual window to nature at its best. To complete the guest's sensation of being immersed in nature, the audio tracks of *Purescreens HD NATURE's* programs are the original sounds recorded on location.

Purescreens HD OCEAN

Purescreens HD OCEAN is made up of 10 minute programs featuring enchanting underwater scenery shot from a static HD camera in the world's most renowned diving spots. Coral reefs, sharks, jellyfish, sea turtles, dolphins... from the comfort of a hotel room!

About LOCATEL

LOCATEL is Europe's leading integrator of interactive multimedia solutions for the hotel and healthcare industries with 400,000 rooms under contract. The company was founded in 1962 and is directly present in France, UK, Italy, Nordics, UAE and indirectly in 59 countries with 39 partners. The group already equips over 60,000 rooms on IP and 7,000 on full HD.

For more information about LOCATEL: www.locatel.net

About PURESCREENS

Founded in 2007, PURESCREENS produces, acquires and distributes aesthetic audiovisual contents in High Definition. PURESCREENS is active in the pay-television market (pay-DTT, cable, satellite and DSL), where its contents are distributed both as linear services and on an on-demand basis. Based in Paris, the company also operates in the hospitality and the consumer electronics sectors.

For more information about PURESCREENS: www.purescreens.com

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Purescreens HD MUSEUM



Purescreens HD NATURE



Purescreens HD OCEAN

