





RCA COMMERCIAL TV & GUEST SUPPLY

STRATEGIC PARTNERSHIP









ABOUT RCA

- **For over 100 years**, the RCA brand has been there for countless moments in family rooms across America. Through it all, Families have come to expect exceptional performance, quailty, innovation and value from RCA.
- RCA established the Hospitality television market over 40 years ago.
- After a brief time away from the commercial market, RCA recaptured a share of the Commercial & Healthcare market in 2009.
- Parlaying the 2009 success, RCA regained a share of the Hospitality Market in 2013 and has seen tremendous growth ever since.
- Today there are 2 RCA TV Manufacturers. Direct Tech Sales for Commercial TV and Curtis International for Consumer TV.







GUEST SUPPLY WINS

ROBIN ROBERTS

Candlewood Suites

(102) J32LV842

STEVE WALTHER

Best Western Premier

(90) J49BE929

PATRICK MILLER

Americinn

(82) J43LV842

JOHN RINGS

Margaritaville Resort

(154) J49LV842

MARK MARKLEY

Towne Place Suites

(120) J43LV842

RANDY EBY

Hotel Indigo

(119) J43LV840

SARAH BOOTH

Hampton Inn

(82) J40LV842

ALFRED HERNANDEZ

Ramada Inn

(196) J40LV840

BRANDON CARNEY

Holiday Inn Express

(56) J43LV840







CUSTOMERS TALK

"Great customer service, great value, innovative design, superior technology, RCA is not only back in the game, they are changing the rules!"

Sheraton, Albuquerque, NM

Joe Griego, Sheraton Albuquerque Airport Hotel, NM

"Over the years we have designed and installed both new construction and renovations for a full spectrum of Hotels & Resorts. When it comes to TVs, RCA's performance and dependability are excellent and we're currently installing them in one of our largest projects to date.

Los Angeles, CA

Jim Spitzig, President, Level 3 Design Group







10 REASONS FOR 10 DECADES

Top 10 Reasons to Buy RCA Commercial TVs

- **1** RCA is celebrating 100 Years in the Electronic Business!
- **2** We have the Industries Best Customer Service. All Humans, No Automation
- **3** Feature rich, commercial grade TVs. Designed & Built to operate long hours & improve guest satisfaction.
- 4 RCA TVs are trusted by brands big and small all around the USA. Find us featured in all major hotel brands
- 5 The RCA Advanced Replacement Commercial Warranty Eliminates costly downtime.
- 6 Inventory stocked and ready to ship from our centrally located HQ in Indianapolis, Indiana.
- **7** Same Day Shipping. Once your order is placed, our warehouse ships on the same day.
- 8 Prepaid freight on orders over \$7,500.00 to anywhere in the continental U.S. We'll handle the Logistics
- 9 Compatible with all content providers like DirecTV, Dish, Spectrum, Comcast and more...
- **10** Seeing is Believing! Talk to us about joining our Demo program, and we'll let you test a TV for 30 Days!







GUEST SUPPLY WINS

We meet spec for all major brands.

























RCA Recent Hospitality Solutions

- Holiday Inn Orlando (Formerly Nickelodeon): Sold over 2200 RCA Televisions
- Double Tree by Hilton (San Diego, CA): Purchased televisions for every room in their hotel.
- Sheraton Hotels (Albuquerque, NM): Converting old TV sets to new RCA Hotpisality TVs







CONTENT PROVIDERS

RCA Televisions are compatible with major content providers including:























RCA Hospitality Television Models

Pro:Idiom TVs: RCA offers a Full suite of TVs made to work with 3rd Party Content Providers

Non-Pro:Idiom TVs: Designed for rooms that don't require pro:idiom, and lobby TVs.

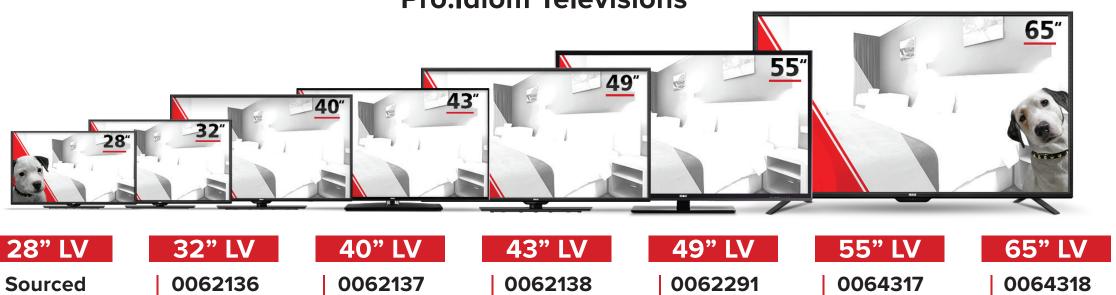






LV SERIES

Pro:Idiom Televisions



- Pro:Idiom is an encryption technology developed for users of premium HDTV content from cable, satellite and Video on Demand (VOD) services. Pro:Idiom prevents the illegal copying of copyrighted content, and is a requirement of many larger content providers.
- Features: Anti-Theft Base, Pro:Idiom, Ad Splash, IR Pass-Thru, Volume Limiter, USB Clone Programming, 2-Year Advanced Replacement Warranty







BE SERIES

Non-Pro:Idiom Televisions



Features: Anti-Theft Base, Ad Splash, IR Pass-Thru, Volume Limiter, USB Clone Programming, 1-Year Advanced Replacement Warranty







RCA H.U.B.

- The RCA Hotel Universal Broadcast System (H.U.B.), increases in-room entertainment options while reducing hidden costs of TV ownership.
- The H.U.B. is a Multiplexer (MUX) that packages entertainment and maintenance signals to every TV in your hotel, helping reprogram TVs in minutes, saving both time and money.
- Eliminate the maintenance requirements that cost you time & money:
 - Updating Max Volume
 - Changing Channel Lineup
 - Reprogramming for new content providers
 - TV Cloning
 - Ad Splash updates







TV MOUNTS & ACCESSORIES



SOURCING SOURCING

DTR08-B

DTR08-W

PC-100

- **TV Mounts & Remotes for every need**, a wide range of heavy duty, swing arm mounts, stands and universal remotes for any situation.
- Download the full product resource listed on the 'Sales Tool' slide.







COMMERCIAL VS. CONSUMER

- Are you aware of the difference between commercial and consumer TVs? The features below are what RCA Commercial TVs have, that consumer TVs will not offer.
 - 24/7 Power Supply
 - Commercial TV Screens are made to operate all day, every day.
 - RCA Commercial Warranty
 - Advanced exchange with an extended warranty.
 - Volume Limiter Features
 - Set maximum and initial volume settings so TVs dont disturb guests.
 - Anti-Theft Features
 - Set maximum and initial volume settings so TVs dont disturb guests.







SALES TOOLS

We've created custom co-branded sales tools for Guest Supply, click the links below, or visit us online.





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