



Hotel Broadcasts City View's DVD In Guest Rooms

dvd & cd-rom

Taming the Wild West With DVD-Video At City View With Hotel Room Television

Twenty-two properties in Tucson and 36 throughout the Greater Phoenix area carry City View for the convenience of their guests. City View offers travelers a glimpse of destinations, attractions and services available in the vicinity and across Arizona.

A thirty-minute program on DVD-Video plays 24 hours a day on a dedicated television channel in each room. The promotional spots are presented in a directory format consisting of six main categories: Art Scene; Attractions; Desert Living; Food & Drink; Road Trips and Shopping.

Using Pioneer's DVD-V7200 equipment, designed with a barcode command stack function, and frame-accurate search capability, enables City View producer Steven Auslander to create customized programs for each property from one master DVD-Video title.

“ Digital video technology using the DVD format is the backbone of our network. It delivers the reliability that our hoteliers require, their guests appreciate, and our advertisers demand, “Auslander noted.

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