

# Swedish technology and software developed for the hotel industry

PEOPLE  
OF LAVA

## We are the People of lava

With more than twenty years of hospitality experience and more than fifty years working with consumer electronics, we can offer technology to make your hotel grow even more.

We offer the edge you need to get ahead, and we'll deliver what you need, when you need it. Nothing more and nothing less.

We are highly skilled, very aware of new trends and extremely dedicated.

As partners we offer you quality, knowledge, and peace of mind.

[www.peopleoflava.com](http://www.peopleoflava.com)



## LAVA ADVANCE 4K HDR10 CLOUD TV

43" / 55" / 65"

### with 5-year professional warranty

The most complete Smart TV for hotels in the market!  
Always one step ahead of all hotel TV brands and the most profitable solution in hotel industry.

### With Google Chromecast integrated with Netflix support

The ideal complement that allows your clients to stream content from their own devices straight to the big screen with complete privacy.

### With Integrated Wi-Fi access point

Create a wireless network in the hotel room with its own built-in hotspot.

### With Integrated information and marketing system, LAVA INVIT

The tool you need to transform your television into a powerful communication, promotion, sales and entertainment platform.

### With powerful CMS

Intuitive platform to manage the content that allows to centralize all the TVs in the hotel

### With integrated IPTV

Provides channels over IP with multiple tuners

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## Benefits of having Lava Advance TV with Google Chromecast certified at your hotel

The only solution on the market that has the Google Chromecast device integrated into the TV itself.

Google Chromecast is the key device in hotels, positioning itself as one of the most used gadgets when it comes to enjoying streaming content on television.

It allows guests to view their own content on the big screen, providing the "feel at home" experience.



- **Guests will benefit:** Will minimize the interruption of the frequent travelers who will continue with their favorite series or movie where they left off. The guest can use their device while transmitting content such as making calls, messages... etc!
- **Hotel will benefit:** Will increase in-room satisfaction and guest loyalty.

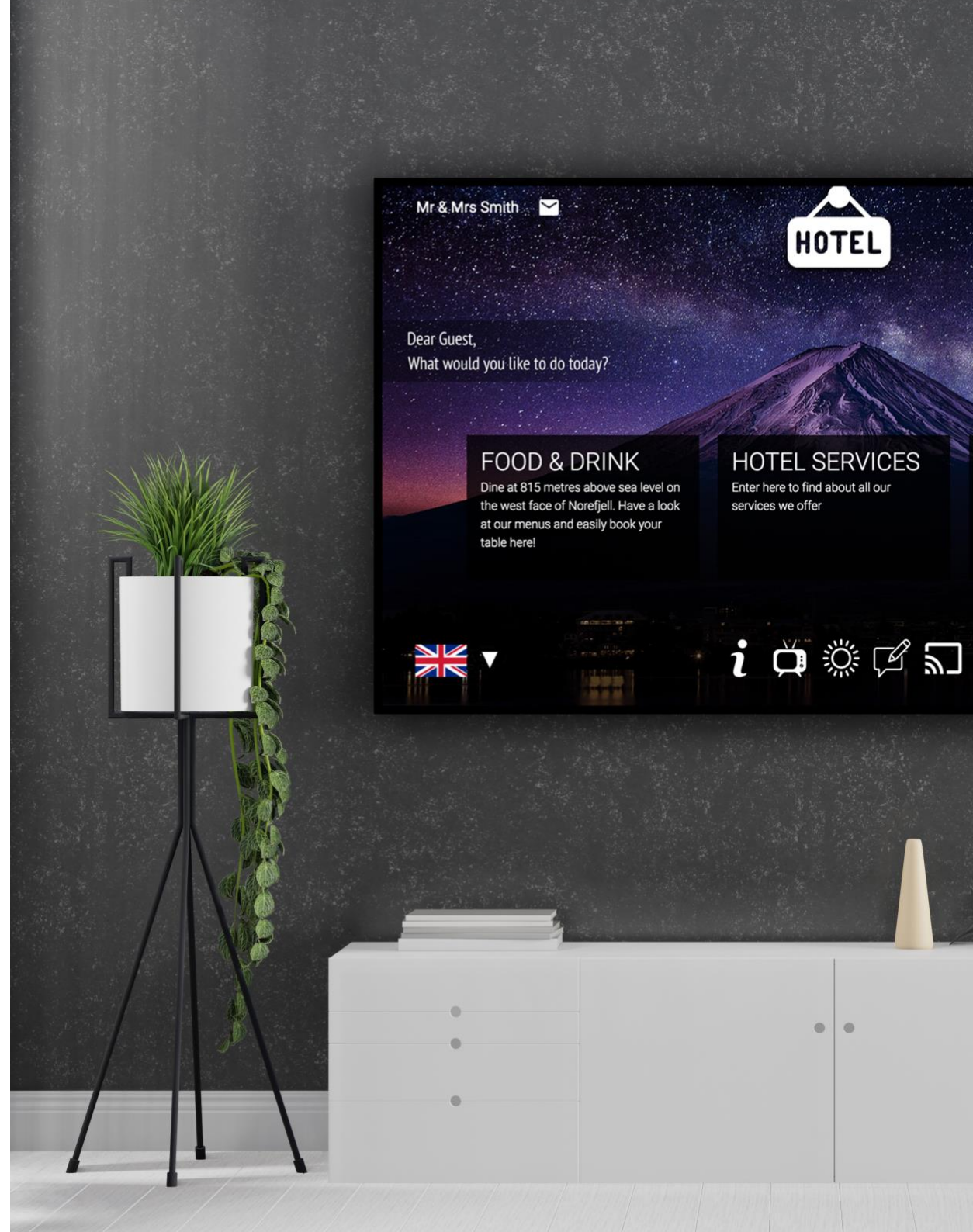
Lava Advance with integrated Google Chromecast is the only solution compatible with both Android and Apple devices.



## Benefits of having Lava Advance TV with Lava Invit information system in your hotel

- **The only marketing tool on the market** to promote your services and your brand in an almost 100% personalized way with connection to the PMS
- **It will allow your guests** to reserve a table in your restaurant, SPA treatments, and much more directly from their phones. Therefore, it will increase loyalty and sales from the rooms.
- **It will promote** all your internal daily events and services.
- **It will Promote** all your external services, such as car and bicycle rental, airport transfers, excursions and many more.
- **It will save you money.** All printed material will now be digital on screen.
- **It will recommend** your guests where to go and what to do in the nearby area of the hotel. They will also receive messages on the screen, personalized greetings, general offers and/or messages that will make the guest feel more comfortable and welcome in their hotel.
- **LAVA INVIT** will make your guests feel at home, but most important of all, it will increase your income.

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## LAVA Advance VS Others

- LAVA Advance TV 4K UHD is the only professional TV for hotels with a Chromecast device integrated into the TV itself with a guarantee and certificate from Google LLC
- LAVA Advance TV 4K UHD is the only professional television with the most advanced information system to be able to create relevant and attractive content and give a well-deserved welcome to the client staying in the room
- LAVA Advance TV 4K UHD is the only professional TV with a 100% cloud platform, secure remote access and without the need for any type of expensive servers in your hotel now or in the future
- LAVA Advance TV 4K UHD is the only professional TV with a 5-year warranty at no additional cost
- We guarantee that LAVA Advance TV 4K UHD is the only television on the market with the best integrated features at the best price price on the market.



## About us

- **1967:** CEO, Lars Svantesson founded his first innovative technology company.
- **1972:** CEO, Lars Svantesson established Sweden's first franchise concept for electronics retail stores.
- **2001:** The premium brand LAVA is created: advanced high-end televisions made in Sweden.
- **2007:** Developed and innovated the world's first motorized TV wall mount: "mMotion Swing".
- **2008:** Engagement with Google LLC for the "Window to the World" project: implementation of an Android chipset in a television.
- **2010:** Introduced the world's first Android SMART TV with a connected app store called Scandinavia TV
- **2012:** Launched and installed the first fully cloud-based hotel infotainment solution, INVIT, at Nordic Choice Hotels.
- **2014:** Backed by Hatcher, one of Singapore's leading funds.
- **2017:** The office in Spain is established.
- **2019:** Invit launches the sixth generation of infotainment solution with a web-based distribution platform.
- **2020:** The best and most complete professional Hotel TV called LAVA Advance was introduced to the world

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# PEOPLE OF LAVA

"TECHNOLOGY - QUALITY - SAFETY"

Ask us for a demo, no strings attached, and we will attend you in the old-fashioned way. We will assist you in person.

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