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Sunborn deploys Hibox Connect in Naantali and Gibraltar

Sunborn have chosen Hibox Systems' hospitality solution called Hibox Connect to provide IPTV services for the Naantali Spa Hotel Resort. In addition, Sunborn have also chosen Hibox Connect for all their yacht hotel properties – including the Sunborn Princess and the company's latest yacht hotel the Sunborn III, which will be equipped with the Hibox IPTV service when it opens later this year.

Naantali Spa and Sunborn Princess

Naantali Spa and the luxurious 5-star floating hotel have together become one of the most well-known hotel brands in Finland. Naantali Spa and the luxurious yacht hotel Sunborn Princess are now using Hibox's hosted IPTV middleware running on Samsung hospitality Smart TVs. The Hibox hospitality solution, specifically designed for hotels and cruise ships, takes advantage of Samsung's 690-series hospitality Smart TVs equipped with H-Browser, eliminating the need for external set-top-boxes. The guests at the Naantali Spa and Yacht hotel are presented with a beautifully customized user interface, allowing guests to browse content through IPTV channels. Hibox hospitality service is completely integrated in the hotel's own proprietary PMS-system. The hotel will also be using the Hibox Housekeeper - a convenient support tool for hotel cleaners and hotel support personnel to report the cleaning processes, minibar purchases made by guests and problems in rooms.

"We're delighted by Sunborn's decision to deploy Hibox Connect in the group's best-known hotels. To Hibox, this collaboration acknowledges that our hospitality solutions for TV's and mobile devices are ready for the finest and most luxurious environments", says Mathias Johnson, Key Account Manager at Hibox. "Also, Sunborn's professional IT approach is an inspiration for our continuous efforts for higher quality and customizability".

"It's very important for Sunborn to delight our guests on all levels of our hospitality services. We've continuously monitored the developments on the hospitality TV arena, and now decided that the time is right for an update to the latest technology. In addition to a flexible business model, Hibox provided the most compelling mix of technical edge, quality and customizability", says Hans Niemi, Executive Director of the Sunborn Corporation.

Sunborn Yacht Hotels

In addition to the spa hotel and yacht hotel in Naantali, Finland, both parties have agreed to install the Hibox hospitality solution on board of the latest yacht hotel the Sunborn III, which is currently in the final stages of construction in Gibraltar. The new 5-Star yacht hotel is 142 metres long, with 7 hotel floors and 189 guest rooms and suites – as well as a casino, day spa, sundeck and pool bar, grand ballroom, conference areas and several bars and restaurants – the ultimate setting for a lavish celebration, or an exclusive holiday or business conference.

About Sunborn

A Family-owned company, Sunborn has over 40 years of experience in the hotel and hospitality business. The group operates hotels, restaurants, spa resorts and yacht hotels in Finland, Germany, Denmark and England, as well as designing and building ships. Sunborn has pioneered the floating hotel concept and specializes in designing, constructing and managing projects around the world.

About Hibox Systems

Hibox Systems is a global provider of advanced interactive information and entertainment solutions for consumers and commercial applications. The Hibox middleware platform has been successfully deployed for IPTV and OTT use by hotels, ISP's and broadband providers, along with healthcare facilities. Hibox Systems is headquartered in Finland with an international business development office in Vienna, Austria.

Further information

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