



TRIAX

Press Release

TRIAX launches hotel casting solution

TRIAX Cast is first product launched by newly-merged company

Hornslyd, Denmark, 11 January 2022 – TRIAX today announced the launch of TRIAX Cast, a hotel entertainment solution enabling guests to cast their own content to in-room TVs.

The internally developed TRIAX Cast solution improves hotel guests' experience by satisfying the increasing demand for casting content from the streaming services used at home. By giving guests the best possible in-room experience through casting their favourite content, hotels will increase guest loyalty.

The easy-to-install TRIAX Cast solution securely attaches Google Chromecast to TVs of any kind, and guests can connect in just three easy steps. Guest privacy is assured with every session unique to the guest, their room and their device, and terminated at checkout.

Guests' needs can be further met with tailored offers from TRIAX's integrated platform of connected hospitality services, including guest information, entertainment and robust network infrastructure.

The launch of TRIAX Cast is the first to take full advantage of the merger between TRIAX and Ikusi Multimedia. Customers will benefit from the combined experience, expanded services and consolidated sales and support network, with dedicated local experts offering comprehensive technical training, pre-programming, project and after-sales support.

"I'm thrilled to preside over this first product launch for our merged company," says Ken Cordes, TRIAX CEO. "The TRIAX Cast secure casting solution represents the very best of our complementary solutions, strong R&D foundation and customer-focused values."

"A straightforward, professional casting solution is an essential amenity for any hotel," says Alfredo Juarranz, Chief Client Solutions Officer, TRIAX. "We've developed TRIAX Cast to tailor to the needs of today's hotel guests, with hoteliers and system integrators sure to appreciate our dedicated local support at all stages of the installation process."

From today, TRIAX Cast is available through all TRIAX sales channels.

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Google Chromecast is a trademark of Google LLC.

About TRIAX

TRIAX is a global supplier of reliable, innovative products and solutions for the reception and distribution of video, audio and data signals. We merged in 2021 with Ikusi Multimedia, with a shared vision of being our customers' preferred connectivity partner through cutting-edge technological leadership. Our Products are used in homes, businesses and operator networks by broadcasters, satellite, cable and telecom operators. Our Solutions combine our hardware and software expertise to deliver value to hospitality and related markets, through a partner network of system integrators, large installers and operators. Our combined company of 260 employees is jointly owned by Polaris Private Equity and Velatia Group. See www.triax.com for further info.



Available pictures for download

