BetterSTR TV

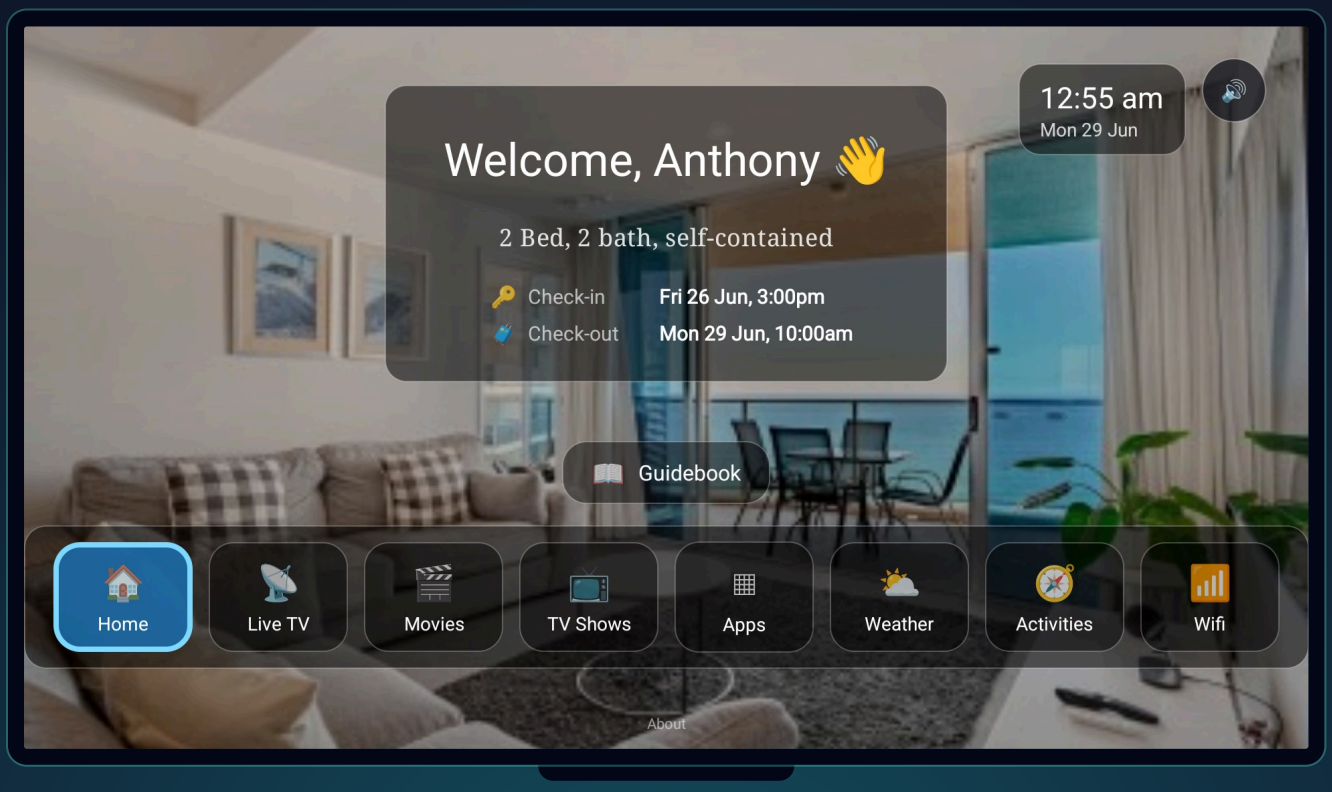
FOR HOTELS & RESORTS

IN-ROOM GUEST ENTERTAINMENT & ENGAGEMENT

Hotel TV without the hotel TV price tag.

Turn every in-room television into a branded, personalised welcome screen that greets each guest by name, sells your services, and is managed for the whole property from one dashboard.

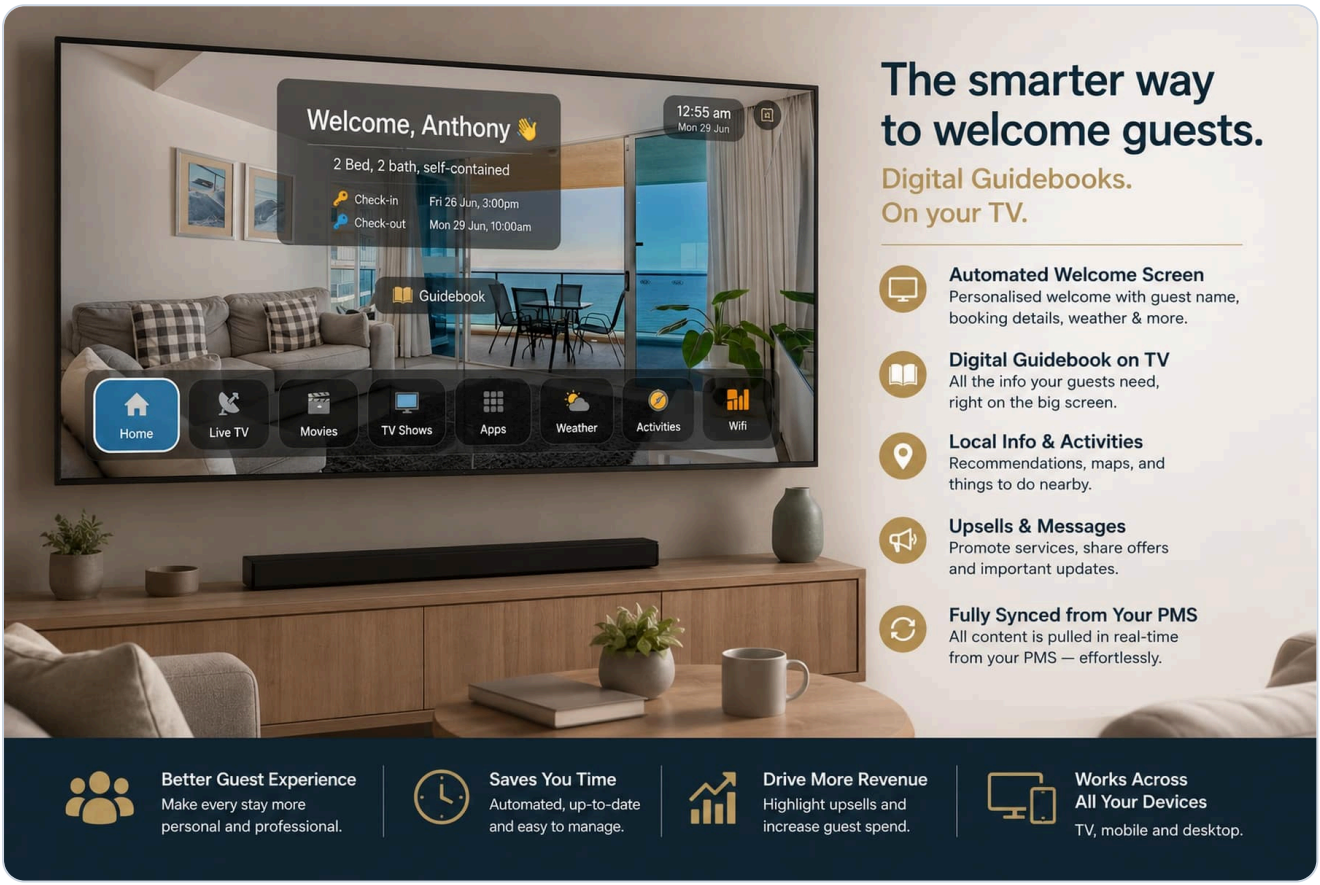
Any TV | Any PMS | Every room | A fraction of the cost



THE OPPORTUNITY

The TV is the first screen your guest looks at. Make it yours.

Traditional hotel TV systems mean head-end hardware, long contracts and a capital project every time the technology moves on. BetterSTR TV runs on affordable Android TV hardware, uses your existing televisions and network, and connects directly to your property management system.



A personal welcome, your guidebook, local information and upsells, all synced from your PMS.

01

Every guest, by name

Reservations sync from your PMS, so each room welcomes its guest personally with check-in and check-out times already on screen.

02

Fewer calls to reception

Wi-Fi, house information, dining, local tips and an AI concierge answer the questions guests would otherwise phone down for.

03

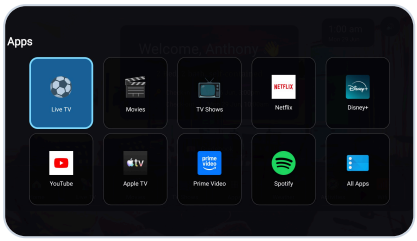
New revenue per room

Upsells, activities and your own promotions play on a screen you already own, and guests can buy with a scan.

THE GUEST EXPERIENCE

Everything a guest needs, on the biggest screen in the room.

Wi-Fi by QR code, with no typing.



Restrict / Sort apps.

Your digital guidebook, browsed with the remote.

Digital guidebook

Your guidebook on the TV: check-in and check-out times, Wi-Fi, dining, facilities, house rules and local tips, in sections guests browse with the remote. The same guide goes to their phone.

Ask AI concierge

Guests press the microphone on the remote and ask a question. Answers come from your digital guidebook, not the open internet.

Streaming & live TV

Netflix, YouTube and other Play installed apps, one tap from the home screen. You choose which apps appear and in what order. Live TV and in-house channels come through IPTV with a Now / Next channel guide.

Casting from their phone

Google Cast and Apple AirPlay, so guests can play their own content on the room TV. Lock it to the guest who scans the code in the room.

Where available; some apps and TV models do not support casting.

19 languages

Guests pick their language with a flag on the home screen, and it stays set until they check out.

Branded to your hotel

Your welcome theme and background images on every screen, previewed live before it goes to the rooms.

Weather & local activities

Hour-by-hour and 7-day forecasts for your location, and curated tours guests can book by scanning a code.

Personal messages

Welcome, mid-stay and pre-departure messages go out automatically in your local time, as a banner or full screen.

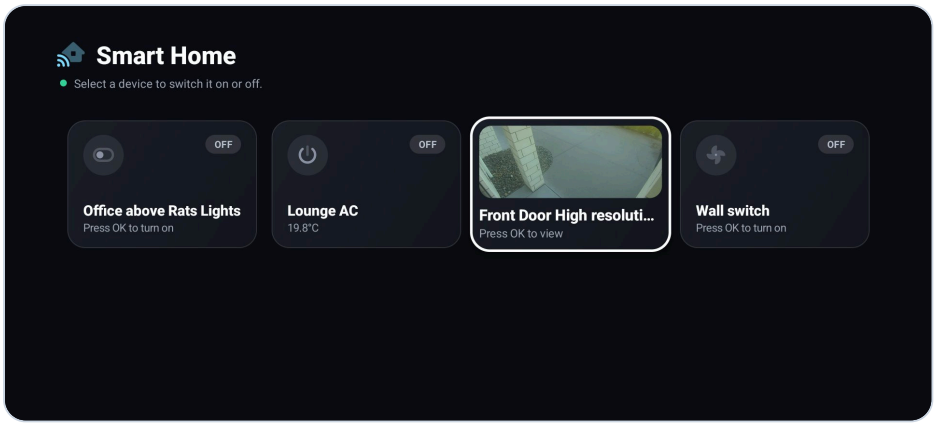
Phone as remote

A QR code on screen turns the guest's phone into a full remote, keyboard included, with the room's lights and air conditioning on the same screen. Each stay gets its own link, and it only works on the room network. No more lost or grubby remotes.

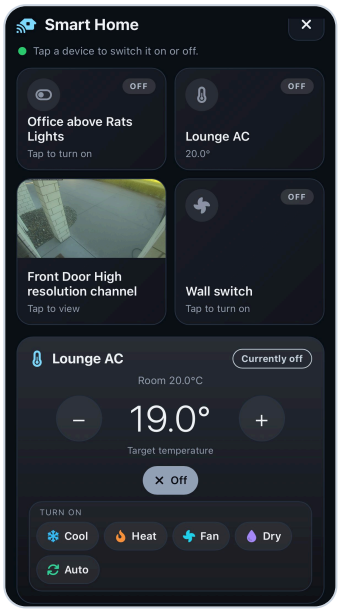
SMART ROOMS

The TV now runs the room.

Lights, switches, fans, blinds and air conditioning, controlled from the TV remote or the guest's phone. You choose what guests can touch, and the room can switch itself on for check-in and off at checkout.



Smart Home on the TV: guests select a device and press OK.



The same controls on the guest's phone remote.

- Works with Home Assistant, or talks to Shelly devices directly with no hub or cloud account
- Air conditioning with target temperature and mode (cool, heat, fan, dry, auto)
- On at check-in and off at checkout, even while the TV is in standby, so empty rooms stop using power
- Everything stays on the property network. Nothing goes over the internet
- Only the devices you approve appear, set per room in the dashboard

Phone as remote

One scan of the code on the TV and the guest's phone becomes the remote: D-pad, media keys, a keyboard for logins and searches, and a Smart Home tile for the room. The link is unique to each stay and only works on the room's network.

Casting by QR code

On a shared hotel network, every guest normally sees every room's TV in their AirPlay and Cast list. Set casting to QR and a TV stays hidden until a guest scans the code on that screen. Only their phone can cast to it, and access ends when the stay does.

CASTING & AIRPLAY, YOUR RULES

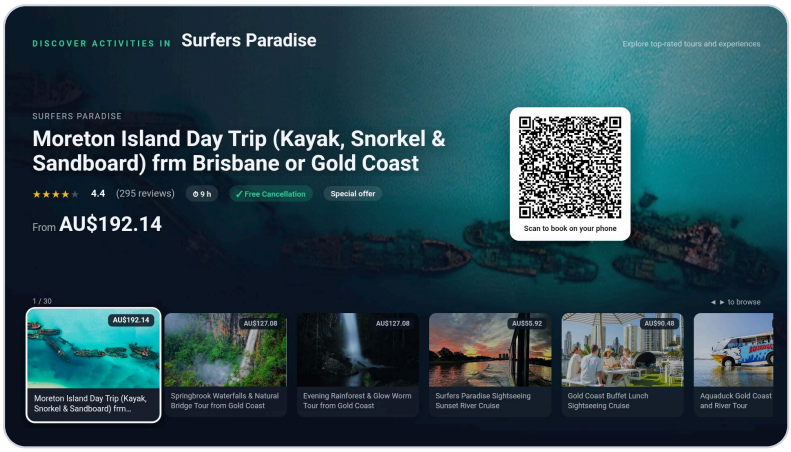
- AirPlay and Cast each set to on, off or QR
- Set it for the property, a floor or wing, or a single room
- No network segregation or VLAN project needed
- Cleared automatically when the reservation changes

Smart home control is a Premium feature. Casting rules need a BetterSTR-managed box.

LOCAL GUIDE

Help guests plan their day, and book it from the room.

Two full-screen pages built for the TV and set up for your location automatically. Guests browse them with the remote, in their own language.



Local tours with prices, reviews and a scan-to-book code.

Things to do, booked by QR

The best tours and experiences near your hotel, on the biggest screen in the room. Guests browse with the remote and scan the code to book on their phone.

- Curated tours and experiences nearby
- Prices in your property's currency
- Earn commission on partner experiences
- No lost concierge leaflets, and no queue at the desk

Current conditions, the next 24 hours and a 7-day outlook.

Local weather

The forecast for your property the moment the TV switches on, so guests know which day suits the beach, the slopes or that long walk.

- Current conditions and "feels like"
- Hour-by-hour for the day ahead and a 7-day outlook
- Wind, UV, humidity, sunrise and sunset
- °C or °F at the press of a button

EVEN WHEN NOBODY IS WATCHING

Weather and activities can also run as slides in the idle screensaver, between your own promotions, so an idle TV still suggests something to do tomorrow.

FOR OPERATIONS & IT

Hundreds of rooms. One dashboard.

Set defaults once for the property and override any room. Every TV reports its health, so your team knows which screens need attention before a guest does.

Fleet dashboard

See every TV at a glance: online status, software version, room and live health. Search, filter and reassign rooms in seconds.

Automatic turnover

TVs power on for check-in and go to standby at check-out. On BetterSTR-managed boxes, guest logins can be cleared between stays so the next guest never sees the last guest's Netflix account.

Safe volume every stay

Volume resets to a sensible level at check-in. Linked Samsung TVs can have their real volume read and set remotely.

Emergency broadcast

Push a red alert over whatever is playing, Netflix included, to one room, a wing or floor, or the whole property. You can edit it live.

Remote control of every screen

Wake, standby, restart or reboot any TV from the dashboard. Every power change is logged with its cause, so you can see exactly what happened in a room.

Screensaver marketing

When a TV is idle it becomes a digital sign for your restaurant, spa, bar and events. Set it once for the property, a floor or a single room.

Resilient by design

If the internet drops, each TV keeps running on its last-known configuration and guidebook, so the room still works.

Guest insights

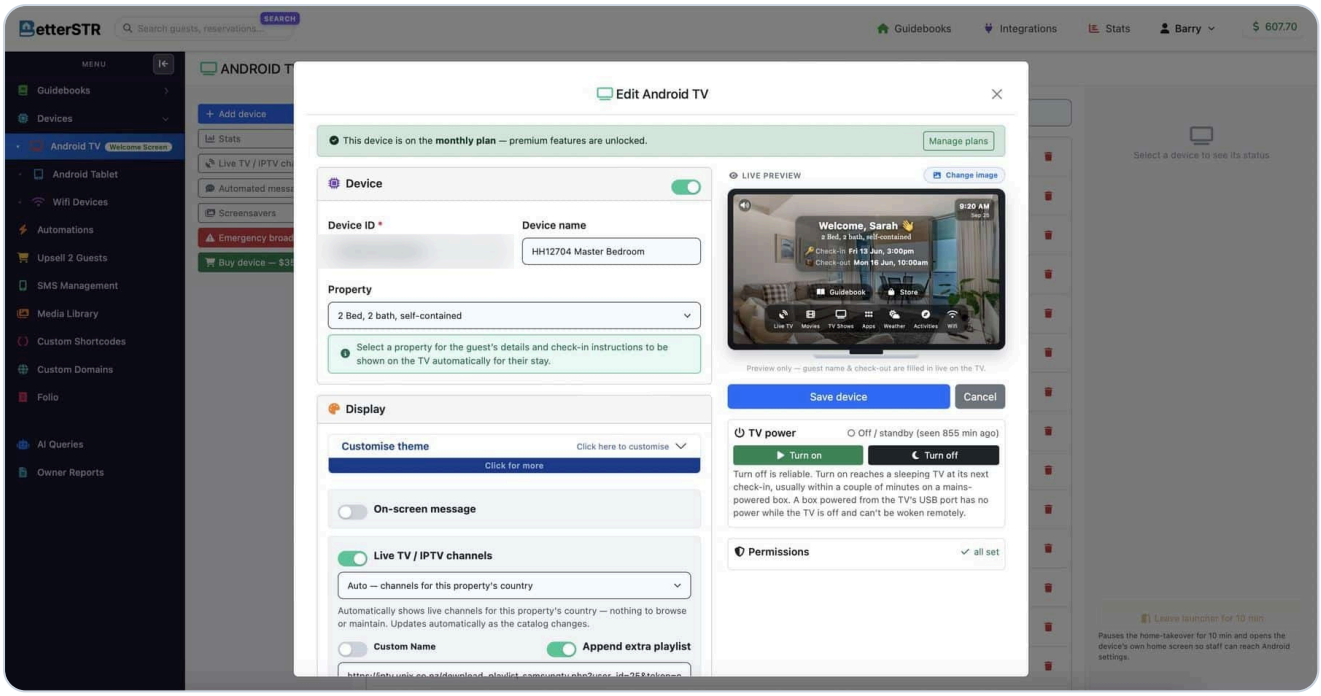
Opt-in usage statistics show which apps, channels and pages guests actually use, room by room.

WORKS WITH THE TVS YOU ALREADY HAVE

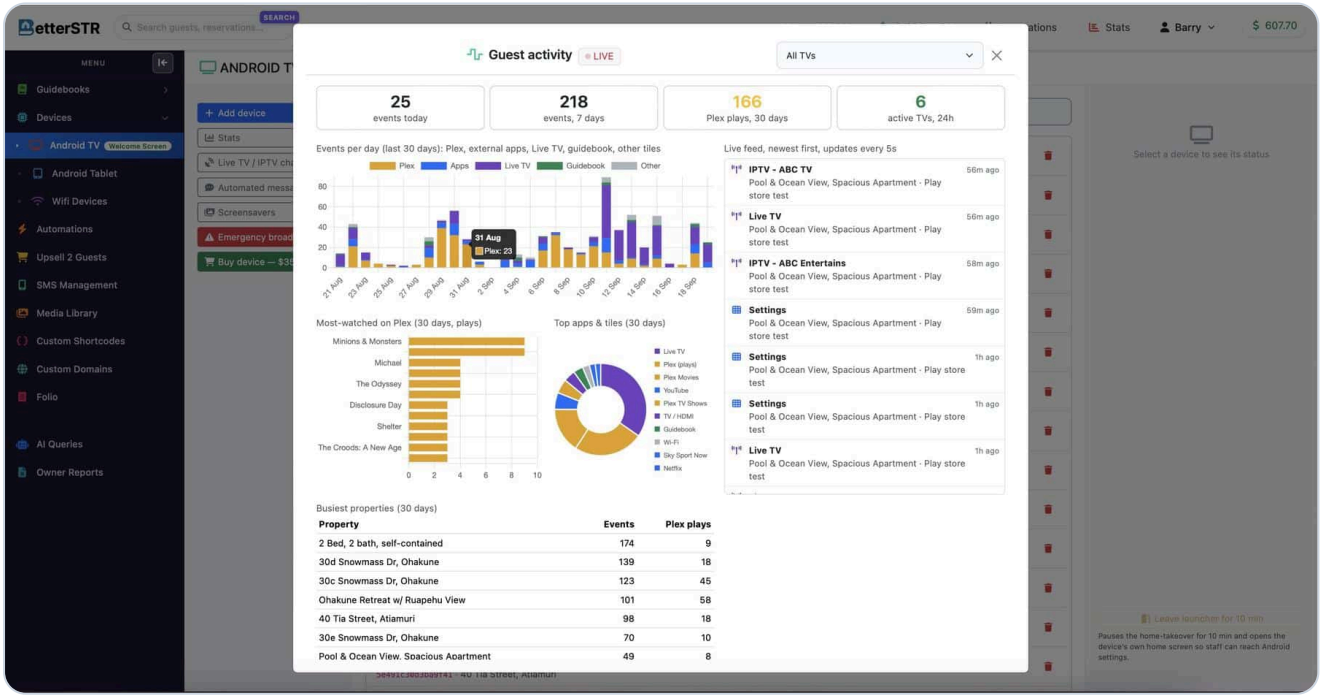
- ✓ Runs natively on Android / Google TV sets from TCL, Sony, Philips and Hisense
- ✓ Any other TV with an HDMI port gets a small, pre-configured BetterSTR TV box
- ✓ Boxes ship pre-configured with a voice remote and one-year warranty
- ✓ Samsung and Roku TVs can be linked for network power and volume control

INSIDE THE DASHBOARD

Set up a room in one screen. See every room at a glance.



Each TV: assign the room, customise the theme, choose live TV channels and switch power, with a live preview of what the guest will see.



Guest activity across the property: what guests watch, which apps and tiles they use, and your busiest rooms, updating live.

REVENUE & INTEGRATION

A screen that pays its way.

In-room store

Sell late check-out, early check-in, parking, cleaning and packages. Guests scan to pay, or charge the card on file from the TV and see their folio on screen.

Promotions on the screensaver

When the TV is idle, a photo screensaver shows your restaurant, spa and bar specials, or paid sponsor spots.

Reviews at the right moment

Near check-out the TV asks for a star rating. Happy guests go to Google or TripAdvisor, and anything less comes to you privately.

Connects to your systems

Direct integrations with 20+ property management platforms, plus an open Partner API for everything else, including bulk room setup, reservations and TV management.

Cloudbeds · Channex · Guesty · Hostaway · Hospitable · Lodgify · OwnerRez · Streamline VRS · Smoobu · Hostfully · Uplisting · Zeevou · Resly · Planyo · iGMS · + Partner API

How it compares

	TRADITIONAL HOTEL TV SYSTEM	BETTERSTR TV
Infrastructure	Head-end equipment and on-site servers	**Cloud-managed, using your existing network**
Televisions	Often tied to specific hotel-grade models	**Any TV with HDMI; native on Android / Google TV**
Commitment	Multi-year contracts and capital outlay	**Low-cost hardware, no head-end**
Rollout	Installer visits, weeks of project work	**Plug in, scan a QR code, assign a room**
Updates	Scheduled upgrade projects	**Continuous over-the-air updates**
Guest content	Hotel channels, limited streaming	**Popular streaming apps, casting and AirPlay**
Room control	Separate in-room control system	**Lights and air conditioning from the TV and the guest's phone**

GETTING STARTED

From pilot to every room.

We recommend starting with a small pilot so your team and guests can try BetterSTR TV before a full rollout.

1

Connect

We connect your PMS and import your rooms, branding and hotel information.

2

Pilot

A handful of rooms go live with pre-configured boxes or the app on your TVs.

3

Roll out

Each TV is set up with a QR scan, and room defaults apply automatically.

4

Grow

Add upsells, promotions and messages, and track what guests use.

WHY BETTERSTR

- Used across thousands of properties worldwide
- Built and supported by a hospitality operator, hosting since 2015
- Guest guidebook, messaging, upsells and TV on one platform
- White-label options available for groups

PRIVACY & SAFETY

- Guest logins cleared between stays on managed boxes
- Phone remote only works on the room network, with a link per stay
- Casting limited to the guest who scans the code in the room
- Optional PIN on adult content
- Guests stay on your screen; Home always brings them back

TALK TO US

support@betterstr.com

LEARN MORE

betterstr.com/services/hotel

Pricing is tailored to your room count and hardware. Contact us for a proposal and a pilot for your property.

Features may differ between hardware and Android TV versions. Some features require a BetterSTR-managed box or a specific TV model. Screenshots are illustrative.