

To whom it may concern,

During the months of August – November 2004, Kristian Finn carried out a market research project for OTRUM. Together with two colleagues from Handelshøyskolen BI, he travelled to various cities within China and researched the hospitality industry in that area.

The aim of the project was to assess the suitability of the Chinese hospitality market for the introduction of OTRUM's products – interactive TV solutions. The research team had the task of visiting 3 to 5 star hotels, and holding discussions with members of senior management. OTRUM outlined the information that needed to be extracted, but the research team had to adapt the approach depending upon individual situations and the time available.

The research team had to present OTRUM as a company, understand the concept of OTRUM's products, demonstrate their business skills and respect the Chinese business culture. Given the age and experience of the research team, this was no small task.

The level of research carried out was in-line with expectations, and OTRUM is particularly pleased with the initiative shown in the teams further exploration of the current TV technology in place within Chinese hotels. The results of the research was fully documented and presented to OTRUM within the agreed timescale, the findings were of interest and will undoubtedly have an impact on OTRUM's decision-making process.



Fredd Causevic  
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