InnTouch: The Smart TV Platform for Modern Hotels

Transforming standard hotel televisions into digital service hubs—

enhancing the guest experience while reducing operational burden.

Company Overview

InnTouch is a smart TV platform company founded in 2025 and based in Tashkent, Uzbekistan. We specialize in transforming hotel televisions into comprehensive digital service hubs that enhance guest experiences while simplifying hotel operations.

Our Mission

To digitize and personalize hotel guest experiences using Smart TV infrastructure—without increasing hotel operational complexity. complexity.

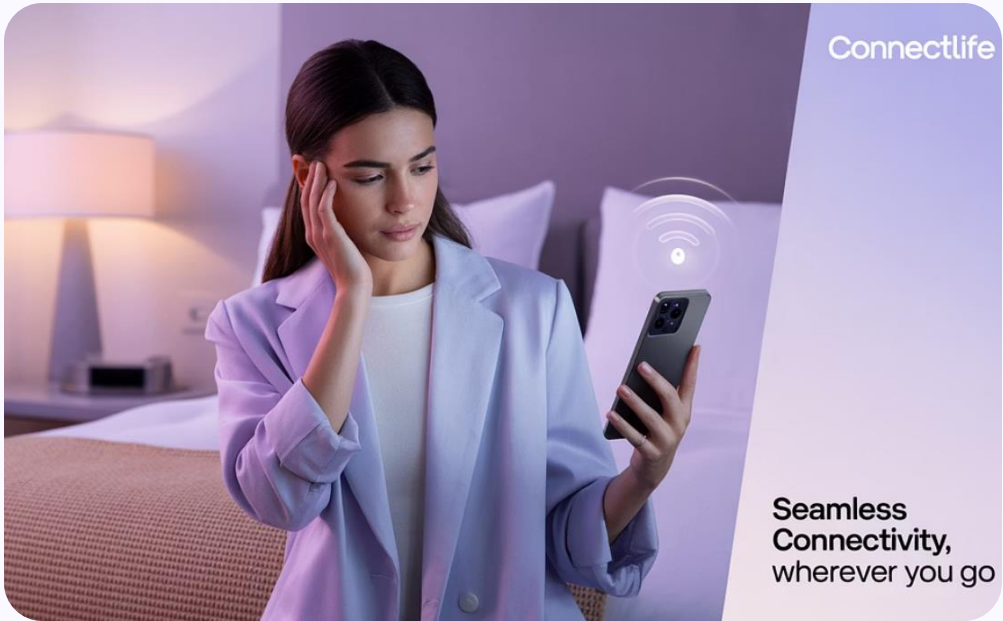| Founded	Location	Website
2025	Tashkent, Uzbekistan	inntouch.uz

The Problem

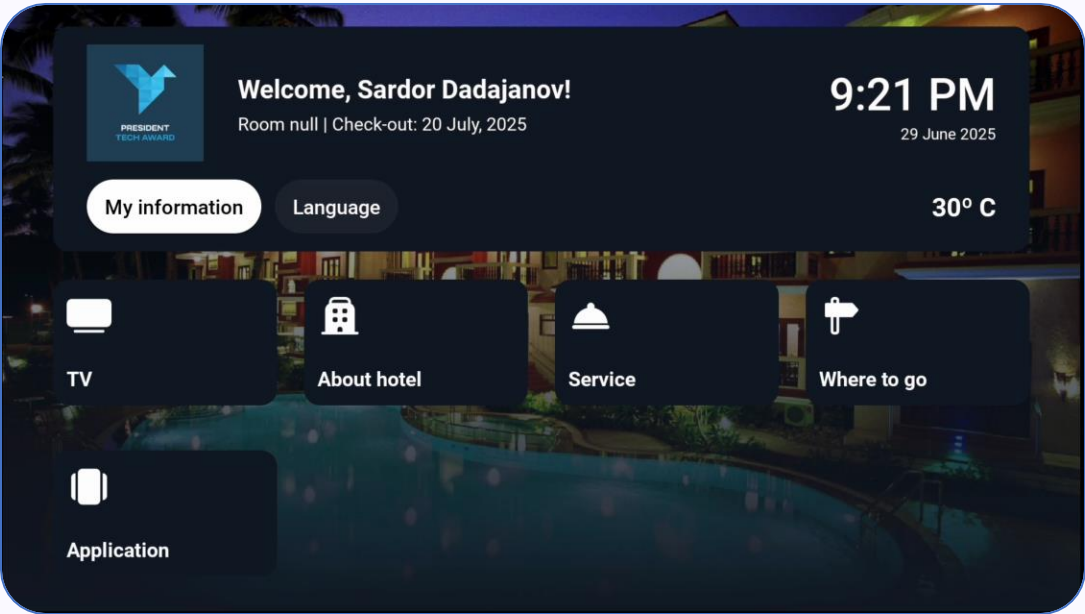**Limited Communication Tool**

Lack of Interactivity

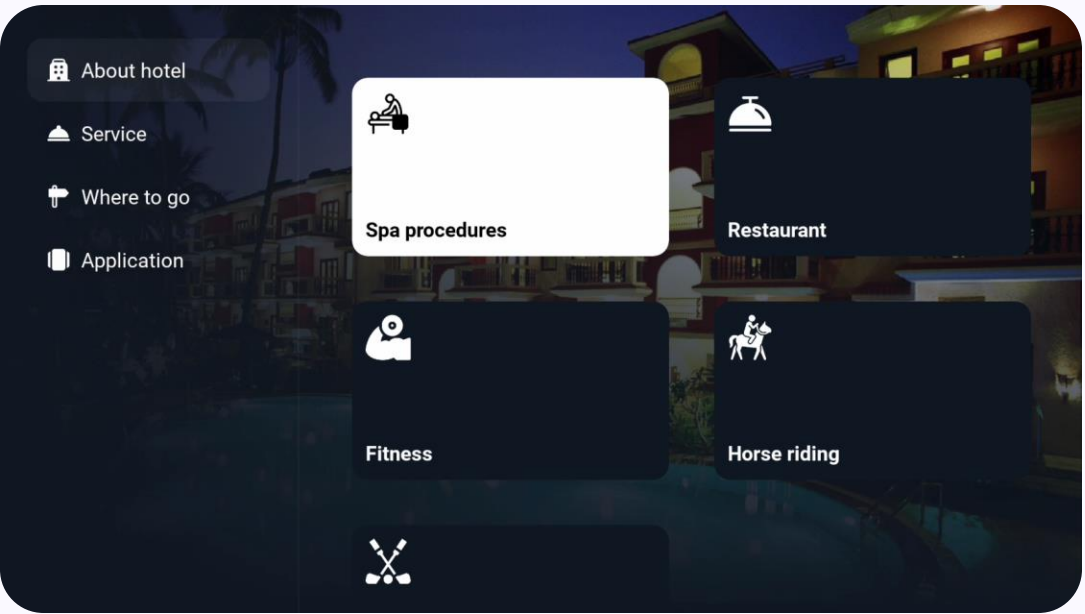**Operational Inefficiencies**

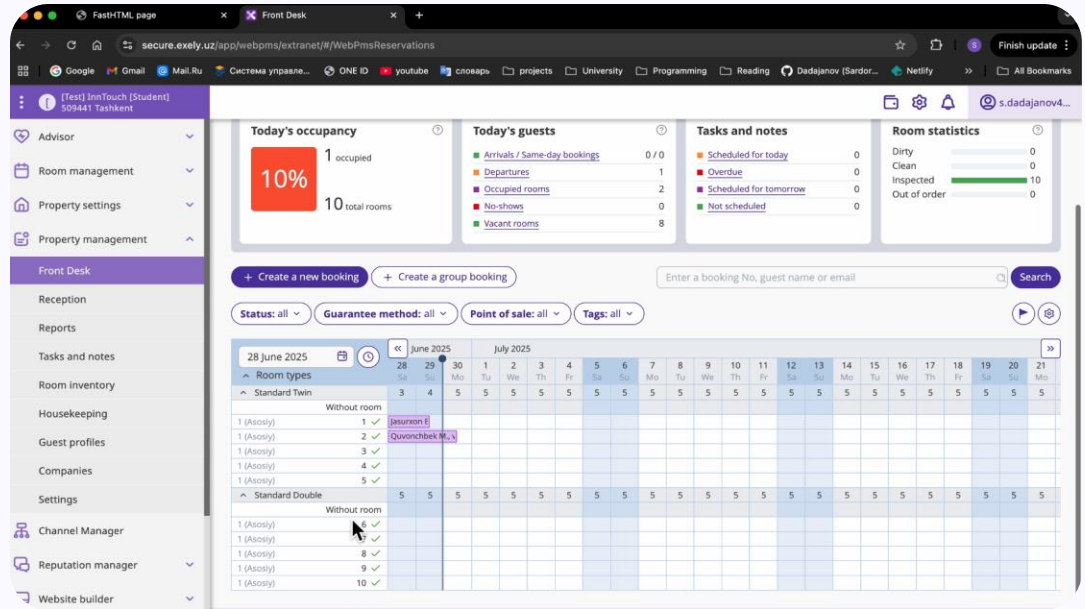**Evolving Guest Expectations**

Our Solution

Personalized content on arrival

Service access via TV without apps

Dynamic multilingual content

Real-time PMS integration

Key Features

Personalized Greetings

Welcome guests by name with tailored information on their TV screen.

Essential Information

Wi-Fi details, hotel map, and current promotions at guests' fingertips.

Multilingual Support

Content easily localized for international visitors.

Hotel Services Access

Room service, spa bookings, and amenities all accessible via TV.

PMS Integration

Seamless connection with OPERA, Fidelio, and Exely systems.

Entertainment

Live TV and digital entertainment options integrated.

Comparative Overview: InnTouch vs. Samsung vs. LG vs. Otrum

InnTouch distinguishes itself by offering comprehensive features designed for the modern hotel guest experience.

Feature	InnTouch	Samsung	LG	Otrum
Support service (24/7)	✅	❌	❌	❌
User-friendly interface	✅	❌	❌	❌
Third party apps	✅	❌	❌	❌
Multi OS Support	✅	❌	❌	❌
Local streaming app (itv)	✅	❌	❌	❌
Scalability	✅	✅	❌	✅
Cloud-based Management	✅	✅	❌	✅

Market Opportunities

Our innovative hotel TV platform opens the door to a world of immense potential:

TAM

$2.1 billion annually

700,000 hotels worldwide

SAM

$126 million annually

42,000 hotels in MENA and Central Asia region

SOM

$3 million annually

1,000 hotels by 2027

Business Model

Hotel TV Revenue Platform

Monthly room Subscriptions

One-time Setup Fees

Premium Upsells with with White-labeling
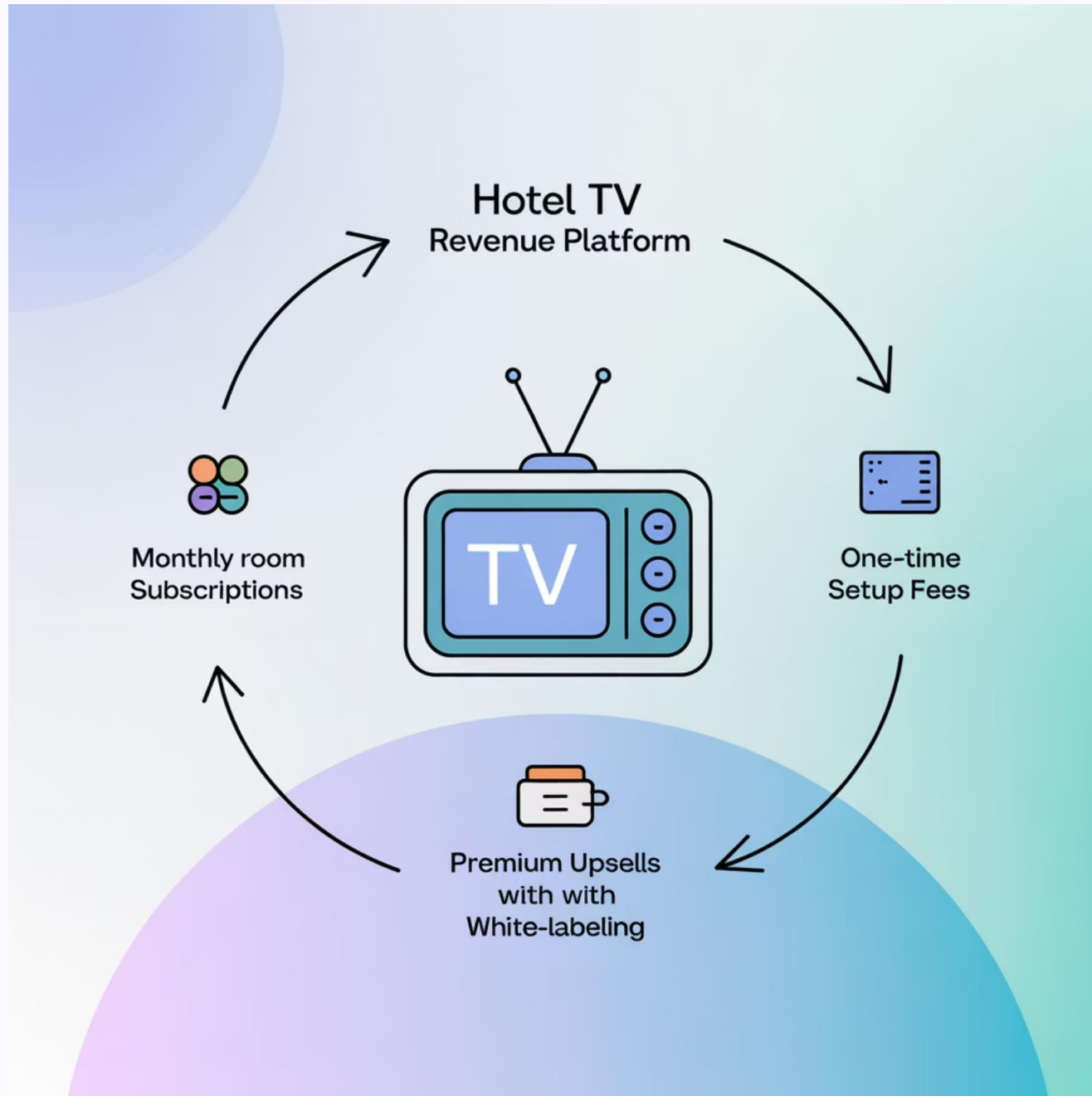
SaaS Subscription

$4-5.5 per room/month recurring revenue

Setup & Integration

One-time fee per property

Premium Upsells

White-labeling, custom branding, advanced analytics

Current Traction

Pilot Success

We currently have 1 active pilot installed in 5 rooms at a hotel in Uzbekistan, with early guest satisfaction reaching 80% based on in-room feedback.

Growing Interest

5+ hotels in negotiation for upcoming deployments as word spreads about our successful implementations

Integration Progress

Successfully integrated with Exely PMS PMS with OPERA & Fidelio PMS integration roadmap in active development

Smart TV modules deployed across Android TV platform

Our Partners & Integrations

We're proud to collaborate with industry leaders across hardware, content, and hospitality.

Artel

Hardware / Smart TV Manufacturer

Shivaki

Smart TV Hardware

Avalon

Smart TV Hardware

ITV

IPTV / Content Platform

Turon Telecom

Telecom Provider/Internet Service

Netco

Internet Service

Exely

PMS Integration Partner

Oracle Hospitality

PMS Solutions Provider

Our Team

Meet the talented individuals driving innovation at InnTouch

Sardor Dadajanov

Founder & CEO

- 4+ years of frontend development experience
- 1+ year of experience in hospitality technology
- BSc in Computer Science from NJUPT University

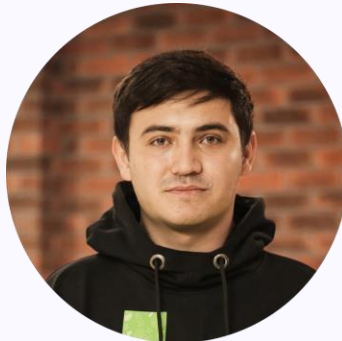**Yakhyobek Abdullaev**

Visionary & advisor

More than 10 years of experience in telecommunications, marketing, and media technologies.

Alisher Jorayev

CTO

- BSc in Computer Science from TUIT University
- 4+ years of mobile development experience
- 2+ years of experience in media technology

Asadbek Omonboyev

Full Stack Developer

- 5+ years of frontend development experience
- Expert in React & modern UI frameworks
- BSc in IST from NUU University

Jasurkhon Bakhramov

Backend developer

- BSc of Computer Science at Inha University in Tashkent
- 3+ years of experience in Software Development
- Background in ML Engineering

Contact Us

Connect on LinkedIn

Scan to visit https://www.linkedin.com/in/sardor-dadajanov/

Sardor Dadajanov

CEO & Founder

Email: sardor.dadajanov@inntouch.uz

Phone: +998 95 558 41 98

LinkedIn: LinkedIn Profile

Website: www.inntouch.uz

Let's transform hotels guest experience together!