

# 2010 [ CUSTOMER TECHNOLOGY SYMPOSIUM

Technology Innovation  
Review / Rethink / Re-energize  
October 5-7

## key findings



Video usage goes to the “best screen available” – hotels screens win but MUST HAVE HD



Appetite for media, especially movies, is insatiable; VOD more important than ever



iTV usage is growing; will continue to offer interesting ROI opportunities for hoteliers

viewers use  
'best screen available'

Monthly time viewing video in hrs:min per user



140:20\*



3:24\*\*



3:15^

Source: The Nielsen Company Q3 2009; \* TV in the home includes live viewing plus playback within 7 days

\*\* Internet includes home and work who used Internet to watch online video

^ Mobile video audience consists of 13 or older mobile phone users who access video through any means

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We believe interactivity elevates the value of HDTV by making it a powerful touch point



## powerful guest touch point

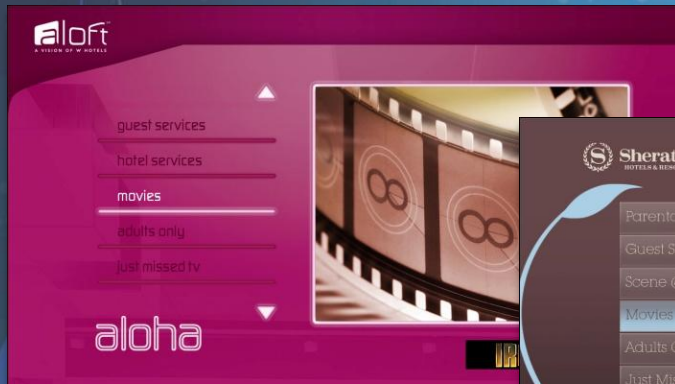


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## solutions for brands to drive their identity through custom GUIs



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TEMPURA RESTAURANT



CAFE AIRÉ

Enjoy a crisp and casual lunch at Cafe Airé. Fresh food and divine flavors await you near the turquoise waters of our dining patio.



CHEF MARSEE'S GRILL

*Make Reservations*  
*View Menu*

## CHEF MARSEE'S GRILL

Chef Marsée's Grill is sophisticated, yet warm, and comfortable. The Grill greets customers with an ambiance of modern colors, an eclectic art collection and relaxing jazz music that sets the tone for a very enjoyable and relaxed dining experience. The Grill is in a spectacular locale for first time visitors. It is located at The Corinthian, in Orlando with water-front dining.



*Make Reservations*

TIME

● JUNE

● 16, THUR

6:45

● 7:00

7:15

● 3



CHEF MARSEE'S GRILL  
000 - 123 - 4567

Your Reservations are confirmed for:  
June 16, Thursday, 7 PM, Party of 4

Directions:  
THE CORINTHIAN, 123 MAIN STREET, ANYTOWN USA  
WEST ENTRANCE

● VIEW MENU

CHANGE RESERVATIONS

OTHER RESTAURANTS



# 2010 CUSTOMER TECHNOLOGY SYMPOSIUM



We believe connecting the interactive TV to the cloud and guest devices will drive a revolution

## eConnect | eConcierge

**DEPARTURES**  
**LOS ANGELES LAX**

The following Airports are available:

- BUR
- LAX
- SAN

| DESTINATION      | AIRLINE    | FLIGHT | DEPARTS | GATE | STATUS  |
|------------------|------------|--------|---------|------|---------|
| Akron/Canton, OH | Delta      | 203    | 6:36p   | C2   | On Time |
| Akron/Canton, OH | Delta      | 5060   | 6:58p   | C35  | On Time |
| Akron/Canton, OH | Delta      | 5208   | 8:35p   | C4   | On Time |
| Akron/Canton, OH | United Air | 218    | 8:50p   | C44  | On Time |
| Albany, GA       | MidWest    | 5351   | 8:26p   | D35  | On Time |
| Albany, NY       | Delta      | 5384   | 8:35p   | C42  | On Time |
| Albuquerque, NM  | JetBlue    | 1607   | 7:20p   | A20  | On Time |
| Alexandria, LA   | United Air | 5378   | 4:52p   | D22  | Delayed |
| Alexandria, La   | Delta      | 5397   | 8:36p   | D26  | On Time |
| Asheville, NC    | Delta      | 5441   | 8:39p   | C50  | Delayed |
| Asheville, NC    | MidWest    | 5430   | 8:22p   | D13  | On Time |
| Asheville, NC    | MidWest    | 5126   | 10:26p  | D27  | On Time |
| Athens, GA       | Delta      | 4537   | 7:36p   | C35  | On Time |

1 SEARCH FLIGHTS

Flight Info App



TEMPURA RESTAURANT



CAFE AIRE



CHEF MARSEÉ'S GRILL

Chef Marsée has developed a diverse menu of rich, local flavors. Explore the cuisine while admiring the regional art in the dining area.

Make Reservations  
View Menu

Restaurant Reservations App

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## device connectivity



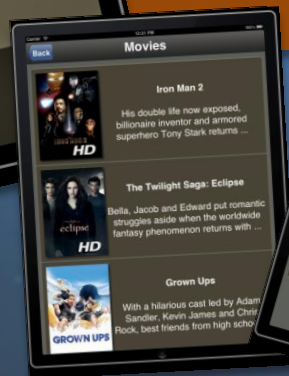
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## integrating the iTV and mobile experience

- eCompendium and eConcierge suite for mobile
- Credit card purchases
- Interactive Programming Guide
- Mobile discovery, TV playback
- Portable purchases



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