

1. Q: What is Envision?

A: Envision is LodgeNet's latest interactive television platform. It is the next generation of HD Advanced and IPTV. It connects the guest room TV to the cloud by using remote servers to deliver guests' favorite applications and content through the TV. It also provides hotels with new ways of engaging their guests with advanced capabilities like real-time messaging and targeted marketing.

2. Q: Is Envision a coax or IP solution?

A: Envision is the most flexible solution on the market as it can be delivered via a wide range of infrastructures including coax, twisted pair and others.

- Envision DV delivers features over existing coax (MATV) networks.
- Envision IP offers all the features found on Envision DV, delivered over an IP network.

3. Q: What IP configurations are available?

A: Envision IP is our thin client solution. Additional IP options are part of our Envision roadmap and will be released in 2012.

4. Q: Why should I choose Envision?

A: **Increase Revenue** – transaction apps and entertainment apps offer revenue sharing opportunities; Envision also provides tools that help drive sales at on-site revenue centers and generate new revenue streams through expanded promotional opportunities.

Streamline Operations and Reduce Expenses – eliminate costs associated with printed in-room materials and automate guest requests to save staff time.

Increase Guest Satisfaction and Brand Loyalty – connect guests to their world and engage them with a fully interactive HD experience that saves time, increases productivity and entertains them.

5. Q: What revenue opportunities does Envision provide me?

A: Hotels benefit from commissions generated from guest entertainment purchases (similar to the revenue-share model that exists today) as well as added e-commerce opportunities with applications such as eTickets and eFlowers, and new ROI opportunities made available through the eCompendium and eConcierge. eCompendium and eConcierge are designed to drive more revenue at on-site amenities through integrated services like in-room dining and spa reservations. Additional revenue can be generated by selling ad space to local businesses.

6. Q: What apps are offered with Envision?

A: Envision DV apps include:

Standard Apps:

- **eCheckout** – one of our most popular services; allows guests to conveniently check-out on the TV and have a receipt e-mailed to them
- **eCommerce Apps** – Envision apps designed to provide guests with access to local event tickets, reservations at a local spa, flowers to send to a loved one, etc.
- **ePurchase** – provides guests with multiple options for payment
- **eWelcome** – welcomes guests by name on the Main Menu (first channel at power-on)
- **Entertainment** – world-class entertainment on demand (HD movies still in theaters, digital music, Just Missed TV) and Guest Choice channels
- **City Info** – local information such as dining and entertainment
- **Weather** – local weather
- **Next Generation Interface** – provides a rich, HD experience and a personal greeting for guests

Apps Store:

- **eCompendium** – a rights-managed, back-end authoring environment allows authorized hotel personnel to share information, promote on-site amenities and generate new revenue by selling ad space; also available: an app that allows you to send timely messages on a property-wide basis, a Happenings Channel you can customize with your own content, Guest Survey, and Wake-up
- **eConcierge** – further customize your iHDTV solution with apps that integrate with back-end systems; guests can request housekeeping and maintenance services, order in-room dining, book a spa appointment, or schedule a tee time
- **eBranding** – a selection of apps to promote brand affinity by facilitating hotel reservations, vacation club bookings and purchases from the brand store
- **eGroups** – target room groups with custom messages and content available on demand or via linear channels
- **eConnect** – a flight info app is the first of several applications intended to keep guests connected to the world
- **Pro:Centric™ Envision Apps** – (Requires LG Pro:Centric™ TVs)
 - **Interactive Program Guide** – guests can easily find and jump to their favorite shows
 - **Guest Info Lite** – up to 9 static images can be managed through an easy-to-use hotelier portal for guest-facing property promotions

Envision IP delivers all of the features found on Envision DV over an IP network.

7. Q: What does Envision cost?

A: Envision is one of the most cost effective solutions on the market today.

- Envision DV is available at no cost to qualifying customers as part of the LodgeNet Partners Program (LPP).
- Envision IP is also offered through the LPP. The hotel is responsible for the in-room hardware cost for the IP client. Contact your sales representative for current pricing.

An extensive portfolio of applications is available for all platforms; some apps come standard (at no additional cost), while others are available via an optional subscription fee starting as low as \$0.01 per room per day.

8. Q: Can Envision be integrated with my existing back office systems? What would it cost to do this?

A: Yes. In these instances, a set-up fee may apply, along with a subscription fee on a per room per day basis.

9. Q: What customization opportunities are available with Envision?

A: LodgeNet provides the opportunity for hotels to add their logo to the main menu as well as a customized background image.

10. Q: What are the technical requirements for Envision?

A: Envision DV requires the hotel to provide an EBL (embedded b-LAN™) TV or appropriate LNET terminal with a digital TV (as listed on LodgeNet's compatibility Website), a functional MATV system, a hotel-supplied Internet connection to the headend, and PMS/system interfaces as needed to support desired applications.

Envision IP requires the hotel to provide IP connectivity to the room on a qualified network, and a commercial grade television with available HDMI port.

11. Q: What brand of network equipment is compatible with Envision?

A: LodgeNet has tested and qualified Cisco equipment. If a property has a preferred provider, LodgeNet will need to qualify the network equipment. Additional qualification fees may apply.

12. Q: What brands of TVs are compatible with Envision?

A: LodgeNet will continue to provide compatibility information for the Envision platform on our Website (www.lodgenet.com).

13. Q: What type of input device is used with Envision? Does it require a separate keyboard?

A: LodgeNet is launching a new input device with Envision that supports alpha and numeric entry.

14. Q: Should I be concerned about the stability of this new solution?

A: No. Envision is based on our proven Marina architecture, which is currently installed in over 800,000 rooms and is brought to you by the leader in interactive TV for almost 30 years.

15. Q: When will Envision be available?

A: Envision DV and Envision IP are currently available. Features include a new Main Menu, new remote with keyboard, IPG (with Pro:Centric™ TVs), eCompendium, eConcierge, entertainment apps and flight info.

Additional applications will continue to be developed throughout 2012, including expanded platform capabilities like multilingual, mobile apps, eCommerce and more.

16. Q: What are the FTG options with Envision?

A: Envision DV supports the same FTG offerings that we have today through DIRECTV. For Envision IP, LodgeNet has the ability to provide FTG via DIRECTV; however, if there is a desire to have FTG provided by a third party, additional discussions will be needed to determine if any additional equipment will be needed to support the third-party FTG stream. The need for additional equipment will be based on whether the FTG stream is coming into the property encrypted and if it is delivered as an IP stream.



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S15665E10-111611