

LodgeNet's new mobile application brings together guest entertainment, hotel services, and local area guide information and puts it into the palm of your guests' hands. It provides location-specific real-time content and enables travelers to interact with service providers throughout all facets of their travel experience:

In-Room | Offers guests complete television control such as channel, volume, and power controls, video on demand content discovery, and in-room movie ordering.

In-Hotel | Gives guests a completely customized set of services – in-room dining, mobile compendium, guest requests, folio review, mobile check-in/out, and more. Using the LodgeNet PowerPortal™, hoteliers can directly reach guests with real-time hotel marketing and messaging communiqués.

In-Area | Services include event and points-of-interest information, access to local service providers, and shopping area info.



1. Q: How can hotels offer services through LodgeNet Mobile?

A: There are three main service categories in the application: TV Controls, Hotel Services, and Local Area Information. LodgeNet Mobile provides hotel information for all hotels in its database. Working with LodgeNet, hoteliers can offer a completely custom design and service package to white-label the Hotel Services section of the app, providing their guests "An App within an App."

2. Q: How is LodgeNet Mobile customized for my hotel and/or brand?

A: Either of two ways. LodgeNet can design the hotel's custom mobile screens or, using LodgeNet's PowerPortal, the hotel can design and publish its screens directly to the app. Most hoteliers do a combination of both; initial designs are done by LodgeNet while updates and day-to-day guest marketing and messaging are done by hoteliers through the PowerPortal.

3. Q: What is the value to the hotel?

A: Hotels benefit in several ways. The application is free to download and provides smart remote capability as an amenity to hotel guests. It will include support for an Interactive Program Guide, a service highly requested by hotel guests. In addition, as part of LodgeNet's Hotel Services package, hoteliers have the ability to reach beyond the guest room to enhance their guests' experience and market their properties and amenities. Guests will then be able to view hotel information and in-room dining selections, even when they are away from their room.

4. Q: How does the app control the in-room TV?

A: Once the guest has installed the application to their smartphone or iPad, they pair their device with their in-room television by inputting a unique 6-digit code presented on the TV. This pairing will persist throughout the guest's stay and is removed automatically upon checkout. Based on the user's location, the guest will receive the proper hotel and local information for the property and area they are visiting.

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5. Q: If my hotel creates a custom offering, when will the information and services be shown to guests?

A: App users can identify where they will be staying at any point during their pre-trip preparation. If the hotel of choice has created a custom offering, those pages will be displayed to the user at that time, and the hotelier can then begin communicating and marketing to the guest. The latest possible time that hotel identification can occur is when the guest pairs his or her device to the in-room TV.

6. Q: How is the app marketed to travelers?

A: LodgeNet is using a multi-channel strategy to market the app. We are executing Web and mobile-based advertising campaigns and partnering with key travel-related publishers and service providers. We are also using our extensive network of in-room TVs to build awareness of the app. To download the app now, visit www.lodgenetmobile.net.

7. Q: How do travelers access the app?

A: Guests will have the ability to access the mobile app through the iTunes store, the Android Market, and other 3rd-party app stores. To direct travelers to these app outlets, LodgeNet is providing QR codes, SMS short codes, and a dedicated Website.

8. Q: Is there a charge to download the app?

A: No. The app is free for guests to download.

9. Q: Which LodgeNet TV systems support the app?

A: All LodgeNet Marina/Envision systems support the mobile app. These systems will require a persistent IP connection.

10. Q: How does the app integrate with the PowerPortal?

A: Once a hotel partners with LodgeNet to create a custom branded experience, it will have the ability through the PowerPortal to publish to all supported platforms, including TV, smartphone, and tablet / iPad. This can happen as often as the hotel desires.

11. Q: What are the pricing options for hoteliers?

A: Custom Hotel Mobile Services are offered to hoteliers on a bundled basis with new or upgrade installs of LodgeNet's in-room TV systems. They are also priced and available on a stand-alone basis for use with existing TV system installs. For a quote of either model, please contact your LodgeNet salesperson or call 212-584-9134.

12. Q: Will the hotel get movie commissions on items purchased through the mobile app?

A: Yes. The hotel will receive commissions at the same rate as those services purchased through the in-room TV.

13. Q: Will there be LodgeNet-provided telephone support?

A: Yes. During the first several months, LodgeNet will make a 24/7 dedicated telephone line available for guests needing customer support with the app. That number is 877-638-4387.



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