



Go where your guests are.

In the room. Around your hotel. And on the go. Your guests are going mobile – and so should you. Quickly and easily upgrade your guest experience and drive incremental revenue with a white label solution of “Hotel Services” from LodgeNet Mobile. It’s a comprehensive, cost-effective way to be where your guests are.

Whether you’re already developing your mobile strategy or just starting out, you can take advantage of our ongoing feature development, create unique brand/property services, and benefit from our growing user base.

BENEFITS

- **Speak Mobile to More Guests** / Leverage LodgeNet’s multi-channel customer acquisition marketing – and large and growing traveler user base – to reach more of your guests through mobile.
- **Onsite Guest Retention and Monetization** / Get the tools you need to maximize revenue; from in-room dining to onsite amenity reservations, plus real-time room upgrades and more.
- **High App Usage Rates** / With frequent guest usage of the app’s TV smart-remote functionality, LodgeNet Mobile will lead to increased guest discovery and usage of your hotel’s mobile services.
- **Deeper Guest Engagement** / Communicate directly with your guests wherever they are in their in-trip experience. Today’s restaurant specials? Send a 5 p.m. rich-media invite to enjoy a fine in-hotel dining experience.
- **Mobile Management and Reporting** / Get a comprehensive, outsourced, full-service solution or all the necessary tools and interfaces for do-it-yourself mobile management, analysis, and reporting.
- **Experienced Mobile Team** / Stay current with changing mobile technologies and services through our team of seasoned professionals who can help navigate the mobile landscape.
- **Cost-Effective** / Save on overhead and capture new revenue opportunities. You can now give guests a fully customized mobile app experience at a fraction of the cost of going it alone.



212-584-9134

sales@lodgenet.com

lodgenetmobile.net

Copyright © 2011 LodgeNet Interactive Corporation. All rights reserved. LodgeNet, the LodgeNet logo, and PowerPortal are trademarks or registered trademarks of LodgeNet Interactive Corporation. Information subject to change without notice.

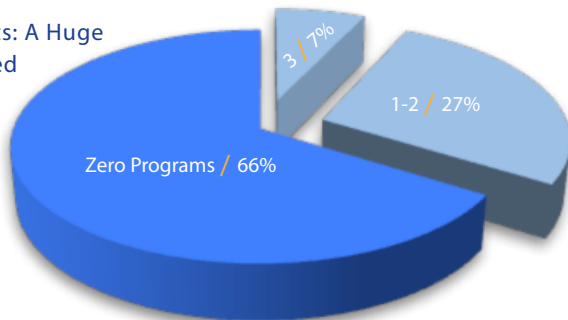
S1784NO11-112911

Continued on Next Page

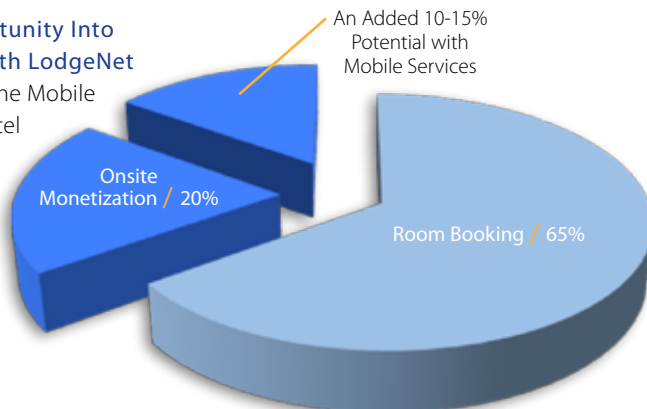


Increase your ability to monetize guests throughout their stay by adding brand- and property-specific mobile services.

Non-Loyalty Guests: A Huge Source of Untapped Revenue / Loyalty Program Guest Participation



Turn Opportunity Into Revenue with LodgeNet Mobile / The Mobile Effect on Hotel Revenue



GET BEST-IN-CLASS FUNCTIONALITY

In-Room Entertainment Features

- TV On/Off/Volume
- Tunable TV Channel Listing
- Movie/VOD Content Discovery
- Full Rich-Media IPG Option
- Streaming Previews and Trailers

Hotel Services

- Customized Hotel Branding
- Hotel Information, Amenities and Photos within mCompendium
- Mobile In-Room Dining
- Mobile Guests Requests
- Folio Review and Checkout
- Onsite Facility Reservations
- Real-Time Messaging to Guests

Local Area Services

- Local Area Guides
- Dining and Attractions Recommendations
- Ticket and Events Information and Reservations
- Golf Tee Times
- Point of Interest Bookmarking/Sharing

Most travel apps only encompass a small part of the travel experience like planning and booking trips. LodgeNet Mobile focuses on the complete trip experience to extend traveler reach, adoption, and most importantly, engagement.