

LodgeNet DIRECTV Free-To-Guest Solution



Through a long-standing partnership with DIRECTV, LodgeNet offers you a superior, comprehensive free-to-guest (FTG) programming solution – including the most available high-definition (HD) programming – supported by the industry’s largest network of professional installers, field technicians and customer service representatives.

BENEFITS

- Delivers HD programming for every guest room with no worries about licensing.
- Offers sports packages to help travelers keep up with their hometown teams and fantasy players while on the road.
- Provides the convenience of a single-source FTG solution – including programming for public areas.
- Simplifies purchasing and administration for hoteliers needing FTG in multiple and/or widely dispersed properties.

98.2% of travelers **watch TV** in their rooms.

LodgeNet Consumer Needs Market Assessment, August 2007

Guests watch an average of **3.7 hours of TV per day**.

Nielsen, Feb-April 2008

Over **75 HD channels** available.

KEY FEATURES

- Comprehensive digital TV migration strategy and nationwide delivery: From the hotel HDTV experts.
- Broadest HD lineup: Including broadcast and “premium” HD channels, with MPEG-4 and MPEG-2 formats supported.
- DIRECTV® Sports: Pay-per-day access to packages from all the major pro sports leagues, plus WWE and premier college action.
- International appeal: More than 70 available channels of news, sports and entertainment originating outside the United States.
- Automated channel mapping: Eliminates need for individual room visits.
- Fully supported: Dedicated Professional Solutions team, 24x7 Contact Center and nationwide field service network.

Available as part of LodgeNet’s EasyHD™ Solution



LodgeNet®

connect | inform | entertain

To learn more
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