

# LodgeNet HD-Ready Platform



Over 25% of **guests view VOD** as **important** to hotel quality.

*Zoomerang, May 2008*

33% of hoteliers say **HD is the top request** for in-room entertainment.

*ICD Research, 2007*

**43%** of HDTV owners **dislike SD content** once they've experienced HD.

*Digital Entertainment Group, November 2008*



**LodgeNet**<sup>®</sup>  
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To learn more  
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The LodgeNet HD-Ready Platform delivers on demand guest entertainment through a flexible and upgradable architecture that can support both analog and HD television systems.

For hotels seeking a future-proof solution prior to installing HD displays, or hotels offering a mix of analog and HD televisions, this comprehensive platform lets you optimize the in-room entertainment experience to meet your needs.

## BENEFITS

- Provides an HD-ready solution for hotels who are not immediately upgrading to HD displays.
- Ensures a consistent HD and FTG entertainment experience for all guests in mixed environment locations.
- Delivers a reliable and robust solution through the utilization of technology based on FCC and cable industry standards.
- Supports cost efficiencies by delivering analog and digital content over the same platform.
- Leverages the hotel's existing coaxial cable (MATV) network.
- Allows hotels to take advantage of declining costs on digital displays by phasing in TVs over time.
- Eliminates the cost, power, cabling, aesthetic and tampering issues with set-top box solutions.

## KEY FEATURES

- FTG channel management: Delivers digital cable channels in HD to HD displays and analog channels to analog TVs.
- Optimized interactive menuing: 4:3 aspect ratio screens on analog TVs and 16:9 aspect ratio screens on HD displays.
- Intelligent HD entertainment merchandising: HD video on demand (VOD) content promoted only in HD-installed rooms.
- Unsurpassed picture quality: All VOD content is delivered digitally to HD displays (and most in HD format).
- Distinct digital sound: Supported by HD FTG and HD VOD.
- Pro:Idiom<sup>®</sup> content security: Encryption capabilities mandated by Hollywood studios to protect HD content from piracy.
- HD Welcome Channel or HD Power Up Channel: Standard with all HD VOD deployments.
- Efficient boxless configuration: Reduces in-room clutter (with certain HD displays).
- Comprehensive control: FTG, VOD, guest services and audio are all powered by a single LodgeNet remote with backlit keys, increasing functionality in darkened rooms.

Available as part of LodgeNet's EasyHD™ Solution