

LodgeNet IPTV Platform



There will be **20-25 million IPTV subscribers** worldwide by 2010.

BuddeComm, June 2008

VOD ranked **first on a list** of seven in-room entertainment options requested by guests.

ICD Research, 2007

46.4% of guests are **more satisfied** if the room has an **HDTV**.

Zoomerang, May 2008



LodgeNet[®]
connect | inform | entertain

To learn more
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LodgeNet's Internet Protocol TV (IPTV) platform provides the same high-definition experience as LodgeNet's acclaimed HD Advanced platform, with all service elements and content delivered over an IP network. In addition to supporting an IP infrastructure, this all-new LodgeNet solution supports a 1:1 interactive relationship with guests as supported by in-room technology.

BENEFITS

- Saves operating costs over the long term by maximizing return on a converged network investment:
 - Leverages a common support system for multiple applications
 - Can potentially reduce infrastructure costs by eliminating the installation and maintenance of multiple networks (specifically coax)
- Supports 2-way communication (headend and guest room) via standard IP based protocols.
- Enables hoteliers to offer unique interactive TV experiences in each guest room – all at the same time.
- Allows Internet content to be displayed in its native format on the guest room TV, and can support full Web browsing (with optional thick client solution).

KEY FEATURES

- Flexible solution: Configurable to best balance costs, in-room equipment and interactivity for each hotel's needs.
- Multiple term options: Three-, five- and seven-year agreements available.
- Comprehensive content and services: Supports HD free-to-guest (FTG), HD video on demand (VOD) and HD interactivity.
- Cross-platform portability (HD Advanced to IPTV):
 - HD Advanced (coaxial) platform can be installed now, converted to IPTV in the future
 - IPTV solution retains our HD Advanced tailoring capabilities and award winning interface
 - HD Advanced custom applications are supported over IP
- Proven, reliable and efficient content distribution: Through the LodgeNet Media Management System and our secure satellite distribution network.
- Superior service and support: From our 24x7 Contact Center and the industry's largest field service network.

Available as part of LodgeNet's EasyHD™ Solution