

LodgeNet VOD Basic Solution



The LodgeNet VOD Basic solution delivers the essential features and benefits of digital video on demand (VOD) in a high-quality, cost-effective solution.

BENEFITS

- Enhances appeal to cost conscious travelers by adding interactive TV to the guest room experience.
- Provides the choice, convenience and control guests expect in the age of instant entertainment.
- Expands your in-room entertainment beyond free-to-guest.
- Extends your brand presence through the television.
- Eliminates the cost, power, cabling, aesthetic and tampering issues associated with set-top box solutions.

KEY FEATURES

- High-quality digital content delivery: All VOD content is delivered digitally to the room.
- Pro:Idiom® content security for on demand content.
- Comprehensive control: FTG, VOD, guest services and audio are all controlled by a single LodgeNet remote with backlit keys, increasing functionality in darkened rooms.
- Leverage existing coaxial cable (MATV) networks: Coordinates with FCC and CableLabs standards.
- On demand movies: Digital widescreen titles from all major studios – updated monthly and many while still in theaters.
- On demand TV programming: Packaged favorites with TV Unlimited, plus Just Missed TV for episodes as soon as the day after their broadcast premieres.
- Guest-friendly features: Parental controls; playback controls (pause, skip, save); multilingual menus (English, Spanish, French); plus easy return to previously purchased programming.
- Account Review: Folio information in the privacy of the guest room; interfaces with more than 80 PMS solutions.
- Screen customization: Including branding with hotel logo and your choice of background (from library options).

Available as part of LodgeNet's EasyHD™ Solution

Over **25% of frequent travelers** view **VOD** as **important** in judging hotel quality.

Zoomerang, May 2008

35% of travelers **browse** a VOD system **nightly**.

LNET usage data, 2006-2008

VOD is the **largest in-room entertainment request** from 46% of guests.

ICD Research, 2007

50% of consumers identify VOD as **the most compelling feature** of an "enhanced TV service."

Accenture Consumer Broadcast Survey, 2008



LodgeNet®

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To learn more
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S11520C08-122208