

LodgeNet Free-To-Guest (FTG) Basic



LodgeNet offers a cost-effective, flexible free-to-guest solution that allows you to make the most of your high-definition (HD) display investment. Our FTG Basic platform includes centralized channel management, customizable hotel programming options and “boxless” in-room technology to securely deliver HD FTG channels – all supported by LodgeNet’s industry-leading field service and customer care team.

BENEFITS

- Eliminate the cost, power, cabling, aesthetic and tampering issues with set-top box solutions.
- Reduce labor with customization and configuration capabilities.
- Provide 24/7 nationwide service and support to help manage the solution after installation.
- Compatible with LodgeNet’s industry leading video on demand (VOD) solution, which can be added later if desired.

KEY FEATURES

- Hotel-specific broadcasting: Channels available for hotel videos in the FTG lineup.
- Large FTG channel selection: Local, national and international content.
- Efficient boxless configuration: Reduces in-room clutter (with certain HD displays).
- Choice of Power Up Channel: Controlled by the hotel.
- Consistent channel lineup.
- On-screen display: LodgeNet manages and configures centrally on hotel’s behalf.

Over **6 out of 10 travelers** surveyed said they would be “**interested**” or “**very interested**” in getting hotel amenity and services information through a free-to-guest TV channel.

Zoomerang Survey of 1,065 travelers, May 2008

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

LodgeNet Consumer Needs Market Assessment, 8/10/2007

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

Nielsen, February 2008 – April 2008



Available as part of LodgeNet’s Easy HD™ Solution

To learn more
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