

LodgeNet Customization Solutions



2,600 LodgeNet sites use a customization package for their HD Advanced & HD-Ready Platforms.

2008 LodgeNet information



To learn more
1-888-LODGENET (563-4363)
sales@lodgenet.com
www.lodgenet.com

Copyright © 2009 LodgeNet Interactive Corporation. All rights reserved. LodgeNet, the LodgeNet logo, and EasyHD are trademarks or registered trademarks of LodgeNet Interactive Corporation. Appearance of hardware and screens may vary from what is shown here. The information contained herein shall be deemed confidential information and at all times will remain proprietary to LodgeNet. This confidential information may not be disclosed to any other person, firm, or entity without the express permission of LodgeNet.

S11600C08-CUST-010909

LodgeNet's interactive TV system can be tailored to extend the hotel brand by customizing the menu design, strengthening corporate identity assets and promoting site amenities, all while enhancing and advancing guest loyalty.

BENEFITS

- Aligns brand identity between the TV and other guest touchpoints.
- Supports consistency for the TV experience across multiple properties.
- Increases opportunities to promote on-site revenue centers or cross-market additional properties.

PACKAGE DESCRIPTIONS

- **Package A** – Hoteliers can personalize the look of the interactive menus with their logo and a choice of backgrounds.
- **Package B (All Library)** – For independent properties that want some customization but may not have personnel or image assets to contribute to the process.
- **Package B (Library with Custom Background)** – Adds a customized background for independent properties that want to further distinguish their identity on the TV and/or align their interactive TV “look” more closely with their Website.
- **Package B (All Custom)** – The integration of property specific imagery makes this package ideal for high-profile hotels and resorts that want to merchandise a broad range of on-site facilities and services through contracted LodgeNet applications like Guest Directory and Hotel Video On Demand.
- **Brand Standard** – LodgeNet's team of brand management and interactive design experts can work with you to develop a brand standard interface that can standardize your on-screen “look and feel” across corporate properties as well as franchised hotels.

PLATFORMS SUPPORTED

- LodgeNet SD
- LodgeNet HD-Ready
- LodgeNet HD Advanced
- On Command SD

Available as part of LodgeNet's EasyHD™ Solution