

LodgeNet | DIRECTV FTG for Interactive TV



More HD than anywhere else.

Through a long-standing partnership with DIRECTV, LodgeNet offers you a superior, comprehensive free-to-guest (FTG) programming solution.

With the most high-definition (HD) programming and support from the industry's largest network of professional installers, field technicians and customer service representatives, it's all you could want from a FTG solution.

And more.

- **98.2%** of travelers **watch TV** in their rooms / *LodgeNet Consumer Needs Market Assessment, August 2007*
- **Guests watch** an average of **3.7 hours of TV per day** / *Nielsen, Feb-April 2008*
- Over **85 HD channels** available

FEATURES

- **Comprehensive Digital TV Migration** / Strategy and nationwide delivery from the hotel HDTV experts
- **Broadest HD Lineup** / Including broadcast and premium HD channels, with MPEG-4 and MPEG-2 formats supported
- **DIRECTV® Sports** / Pay-per-day access to packages from major professional sports leagues, plus WWE and premier college action
- **International Appeal** / More than 70 available channels of news, sports and entertainment originating outside the United States
- **Automated Channel Mapping** / Eliminates need for individual room visits
- **Fully Supported** / Dedicated 24x7 Contact Center and nationwide field service network

BENEFITS

- **Deliver HD Programming to Every Guest Room** / With no licensing worries
- **Offer Sports Packages** / Help travelers keep up with their favorite teams and fantasy players while on the road
- **Get the Convenience of FTG from a Single Source** / Including public areas programming
- **Simplify Purchases & Administration** / For hoteliers needing FTG in multiple and/or widely dispersed properties



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