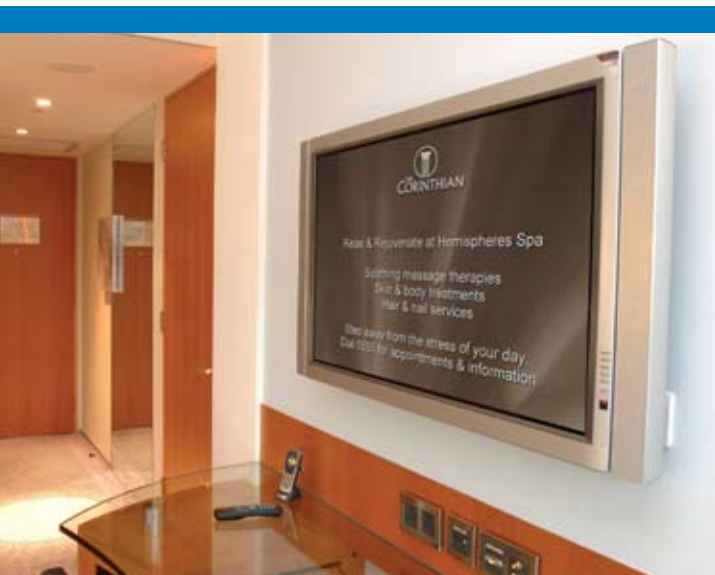


LodgeNet Hotel Information Channel



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.

Survey respondents ranked **“hotel information”** as one of the five types of content and services that were **most important** to their satisfaction while traveling.

Statistics are from “Zoomerang Survey of 1,065 travelers, May 2008.”



To learn more
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The LodgeNet Hotel Information Channel (HIC) equips hoteliers with the ability to communicate information through the televisions in guest rooms. Because it can be quickly updated and broadcast to the entire guest base (or directed to specific groups of guests), the HIC is ideal for conveying facts about current activities and promoting on-site revenue centers.

BENEFITS

- Allows the hotel to provide guests the information they need – when and where they need it.
- Enhances potential revenue from on property revenue centers (dining, spa, etc.) as well as cross property marketing.
- Simplifies delivery of recurring and/or seasonal information.
- Provides value-added information for meeting and conference attendees.
- Supports customized message content, appearance and scheduling.
- Facilitates custom screen creation for specific promotions.

KEY FEATURES

- Real-time updating: Text can be added, edited or deleted through the LodgeNet Applications Wizard, with changes appearing immediately upon publication.
- Flexible formatting: Ability to choose from an assortment of backgrounds and text. Hotel logos can also be incorporated.
- Room group targeting: By request, special interest information (for example, conference agendas or supporting content) can be restricted to guests for whom it is intended.
- Archiving: Content can be prepared in advance, scheduled for later publication and re-published as often as desired.
- Help/Terms: Button link to step-by-step directions via the LodgeNet Applications Wizard.
- Easy access: Part of the free-to-guest channel lineup.

PLATFORMS SUPPORTED

- LodgeNet VOD Basic
- LodgeNet HD-Ready
- LodgeNet HD Advanced

Available as part of LodgeNet’s EasyHD™ Solution.