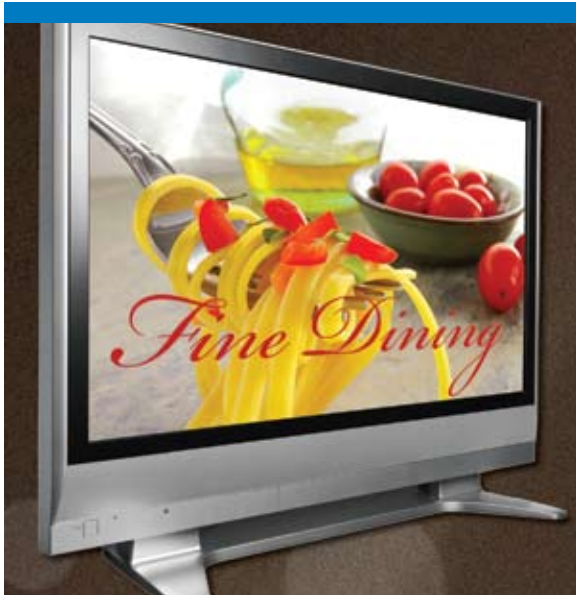


# LodgeNet Custom Welcome Channel



The LodgeNet Custom Welcome Channel is a digital video channel that communicates hotel content when the guest room television is turned on. The channel can be customized with various formatting options and may include up to three vignettes of 15 to 30 seconds each.

## BENEFITS

- Creates a valuable touchpoint – the TV – for welcoming guests and acquainting them with your hotel.
- Associates the guest's TV experience more closely with your hotel or brand's identity and messaging.
- Maximizes return on investment from previously developed brand video content.
- Increases potential revenue from on-property revenue centers (dining, spa, etc.) as well as cross property marketing.

## KEY FEATURES

- Multiple production approaches supported:
  - Full-screen, full motion video with digitally encoded audio.
  - Full-screen, "created motion" video (moving still images and text) with digitally encoded audio.
- Co-created between LodgeNet and the customer: LodgeNet acts as the consultant and/or production resource.
- Customized SELECT Access option: Viewer can link directly from a Welcome Channel vignette to the content or service being promoted in the interactive menu.
- Satellite distribution: Welcome Channel content is distributed to applicable hotel(s) via LodgeNet's secure network.

Nearly **one out of every two guests** – 46% – views the Welcome Channel for at least a minute during the day.

The Welcome Channel averages **more than seven minutes** of viewing per viewer, per day.

*From LodgeNet internal research, 2008.*

## PLATFORMS SUPPORTED

- LodgeNet HD-Ready
- LodgeNet HD Advanced
- LodgeNet IPTV Advanced
- LodgeNet IPTV Custom

Available as part of LodgeNet's EasyHD™ Solution.



To learn more  
1-888-LODGENET (563-4363)  
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