

# Technical Specifications

## High-Definition Video Submission

As part of your interactive television system, your hotel has the opportunity to offer guests direct access to high-definition (HD), full-motion-video (FMV) content you provide.

All hotel-provided HD FMV content must adhere to the following specifications:

### Media & Format

- Shoot standard ATSC HD 16:9 in 720p format (59.94 frames per second).
- Provide a master tape in one of the following formats:
  - HD Cam (preferred) or DVC Pro HD (accepted). MiniDV not accepted.
  - As close to first generation or master as possible. (We do not accept original masters and are not responsible for damaged media.)
- To minimize the potential for burn-in on some plasma televisions, please refrain from using static imagery in your content.
- All content will be displayed in the aspect ratio provided to LodgeNet, i.e., 16:9 content will be letterboxed on 4:3 TVs, and 4:3 content will be stretched on 16:9 TVs.

### Length

- Maximum length of Video Welcome Channel, Digital Hotel Open Channel and Hotel Video On Demand content is determined by the hotel contract; please contact your LodgeNet Account Manager for specific information.

### Free Space & Safe Area (see visuals)

- Maintain 20% free space at the bottom of the video to accommodate a semi-transparent graphic overlay.
- Maintain a 10% graphics safe area for overscan around the 4:3 video perimeter.

### Audio

- 5.1 and stereo audio supported.

### Labeling

- Label the tape with the hotel name, the date, the clip description(s), and the length of the clip(s) in seconds.

Submit tape(s) to LodgeNet for encoding. LodgeNet will accept already-encoded content by prior arrangement only. LodgeNet will not encode content that does not adhere to the above standards, and will not be liable for any resulting delays or expenses incurred by the hotel.

### IMPORTANT:

- LodgeNet will encode HD FMV content exactly as it is provided by the hotel.
- Please provide a DVD copy for LodgeNet's reference. Rush charges may apply for requests needed sooner than the standard 45-day process or turnaround time.
- For an up-to-date list of additional specifications, please contact your LodgeNet Account Manager.

The Hotel is solely responsible for the accuracy and timeliness of any and all FMV content it submits for display on the LodgeNet TV system. Hotel represents and warrants: (i) that it owns and/or has secured, at its expense, all intellectual property rights and all other rights in and to all portions of the Hotel-Customized Content and/or has acquired and secured, at its own expense, all licenses, consents, releases, performance rights, and distribution rights, or approvals necessary for the Hotel-Customized Content to be displayed on the LodgeNet System and exhibited by LODGENET to Hotel's guests; (ii) that LODGENET may exhibit the Hotel-Customized Content without infringing upon any copyright, intellectual property rights, performing rights, music rights, distribution rights, privacy rights, publicity rights, or any other rights owned or controlled by any third party; and (iii) that all license fees, royalties, or other fees have been and will continue to be paid by Hotel to the appropriate parties in full in a timely manner.

