

# Technical Specifications

## Standard-Definition (Analog; NTSC) Video Submission

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

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

### Media & Format

- Provide on tape (Digibeta [NTSC] preferred; Beta SP [NTSC] acceptable). MiniDV not accepted. Content on CD or DVD cannot be used.
- As close to first generation as possible. (We do not accept original masters and are not responsible for lost or damaged media.)
- 4:3 aspect ratio. For the video to fill the entire screen, shoot 1:33 full frame.

### Content Separation

- Place thirty seconds (:30) of black between the NTSC color bars and the beginning of the feature content.
- Place at least ten seconds (:10) of black immediately following the feature content.

### 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 visual at right)

- 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 video perimeter.

### Audio

- Stereo or mono-mixed 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 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.

