

5 Things You Need to Know about Guest Room **Interactive Television (iTV)**



1. **The TV Still Matters**

Even with personal media players and smart phones, travelers still use the guest room television. In fact, **98% of guests turn it on during their stay** – many before they even unpack.

2. **iTV Makes A Great First Impression**

A TV **experience that goes beyond free-to-guest is expected** – and improves guest perception of your property, too.

3. **iTV Gets Used**

In rooms where iTV is available, more than **1 out of 3 guests explore it.**

4. **iTV Is More Than VOD – Much More**

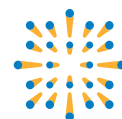
It's not just movies anymore. On demand TV episodes, music and other short-form content are all part of the package, too. Not to mention "lifestyle" programming travelers won't find anywhere else (even on the Web). **There's even free content to give guests an on demand experience without costing them a penny.** Plus, services that can make their entire stay more productive and convenient and reduce hotel operating costs.

5. **iTV Does Pay**

When your hotel's branded welcome message is the first thing guests see on your TV, you win. It's the in-room media touchpoint you control. And not only can your iTV commissions **help pay for the system**, they can **offset other operating costs.**

Call or e-mail us today. You may be surprised at just how **"right"** LodgeNet iTV is for you.

Call **1-888-LODGENET** (563-4363)
E-mail **morethanmovies@lodgenet.com**



LodgeNet[®]
connect | inform | entertain