

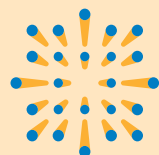
# Professional Solutions



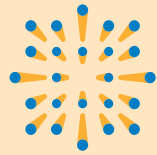
**EasyHD™**

**Low Voltage Wiring**

**Conference Services**



**LodgeNet®**  
connect | inform | entertain



# LodgeNet®

## Professional Solutions



You're planning to switch all your TVs to high-definition (HD) flat panels. Or maybe you're looking for broadband Internet service and support for your conference areas.

Technology never stands still – and making mistakes when upgrading costs you time and money. How do you know you're not missing an important detail? How do you know your media and connectivity solution can evolve with you moving forward?

With LodgeNet Professional Solutions, you'll work with a team of experts who bring over 150 combined years of experience and knowledge and can walk you through every step of your customized solution – or only the parts you need help with. We'll help you plan, design, manage, and implement HDTV, broadband Internet and other digital media and content initiatives, all so you can give your guests a better experience.



### Save Money

Besides having to spend more later to fix something that wasn't done right the first time, we can save you money by delivering a well-planned installation that minimizes or eliminates the risk of rooms being out of service. We also help you pick the right displays and mounts to maximize efficiency and guest benefits. By reducing power consumption, you'll save energy dollars and extend the life of your asset. It all adds up to a more economical solution long-term.

### Save the Environment

Working with our Professional Solutions Group also makes sense in ways that are less obvious. Your guests expect you to do the right thing when it comes to protecting the environment. You can expect the same from us. We take our environmental impacts seriously by making sure TVs are fine tuned to reduce energy consumption and heat output. In addition, we properly dispose of packaging materials, old TVs and take other appropriate steps to do our part.



## EasyHD™ – 5 Easy Steps to High-Definition

Do you want to trust an important and expensive upgrade to just anyone? As the company who first brought high-definition into hotel rooms, LodgeNet has over 27 years of dedicated experience to getting the job done right. We've already installed 70,000 rooms and growing.

EasyHD is our complete bundled solution. We'll work with you in any or all of these areas:

### 1. PLANNING & DESIGN

LodgeNet's designers and engineers will work with your team to effectively map out an installation and deployment plan that makes sense logistically and financially. Through our experience, we're uniquely qualified to guide you through the process and help you avoid problems that can take your project off track, which ends up costing you more time and money. Not to mention guest satisfaction.

### 2. PROJECT MANAGEMENT

From scheduling room availability to ensuring that all necessary components arrive on site, on time, and in sufficient quantities, we'll manage your project from start to finish. We bring over 27 years of experience in planning and executing such projects to minimize the impact on guests and operations and keep your costs under control.

### 3. CERTIFIED INSTALLATION

With our Certified Installation program, you'll have a turn-key solution for HD conversions that guarantees an effective implementation and will deliver a high quality guest experience. Installations certified by LodgeNet will meet specified performance standards and come with an ongoing service commitment to ensure consistent and reliable operation.

### 4. FINANCING

Today's technology is not only complex, it's also expensive. Plus, as your competition adopts new technologies and services, you may feel pressured to invest before you have the opportunity to budget for it appropriately. To help you through this process, we've established relationships with experienced lenders who understand the technology and the needs of the lodging industry to make funding a simpler task.

### 5. EXTENDED SERVICE PLANS

Protect your investment with service plans through LodgeNet that can extend well beyond the warranty provided by the manufacturer. We can custom design plans to meet your specific needs.

## Low Voltage Wiring

We'll carefully examine your wiring infrastructure as its design and installation has a substantial impact on costs, effectiveness, efficiency and future viability. No one knows the lodging environment more than we do. With more than 10,000 successful hotel installations behind us, you'll have peace of mind in knowing the job is done right – whether it's a fiber solution, Cat5, Cat6 or coaxial.

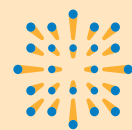


## Conference Services

For cost-effective conferencing networking solutions, turn to our Professional Solutions Group. We have solution options to fit most groups or we can customize a solution for a group with very specific requirements. We do it all – wireless networking, teleconference services, video and audiocasts, port monitoring, bandwidth management and more. And we'll be there before and during your event to make sure everything runs smoothly.



To personally discuss a Professional Solution for your brand or property, contact LodgeNet at [professionalsolutions@lodgenet.com](mailto:professionalsolutions@lodgenet.com) or 1-888-LODGENET (563-4363).



**LodgeNet**<sup>®</sup>

Professional Solutions

For more information, contact a LodgeNet  
Professional Solutions Specialist today at  
**[professionalsolutions@lodgenet.com](mailto:professionalsolutions@lodgenet.com)**.

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