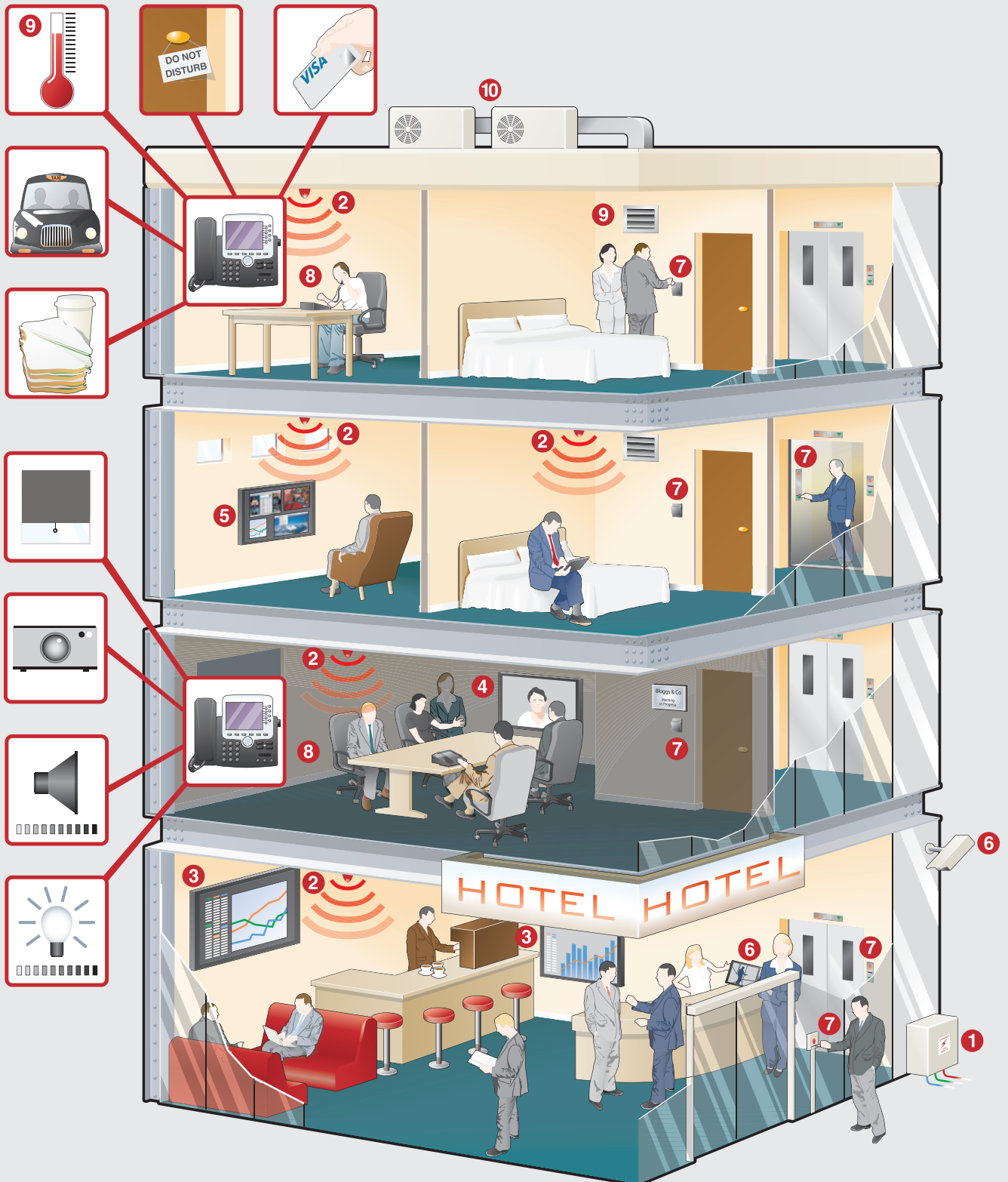




# Cisco Connected Hotel Suite

Cisco Connected Hotel Suite enables hoteliers to deploy a flexible solution that integrates voice, video and data over a converged network, providing efficient and simplified hotel operations. From guest rooms, to public spaces, conference rooms to the back office, Cisco has created a hotel package that ties it all together into one end-to-end solution.



The Cisco Connected Hotel Suite allows hotels to improve sales and marketing capabilities, enhance room management, refine front-office services, and develop better employee and human resources management. With a converged IP network, hotels can consolidate market intelligence collected from guest information to create customized offers and promotions. Hotels can develop their own property-specific digital TV channels, offering personalized, flexible, dynamic content. In addition, hotel staff can access more current information about room status and availability, minibar status, and order requests and delivery, by consolidating all internal hotel management systems onto one network.

The Cisco Connected Hotel Suite integrates with existing database management solutions, reservation and booking systems. A converged network can be the platform for all communications. With Cisco Connected Hotel Suite, hotels can integrate distinct communication systems - radio, analog, GSM, and pager communications - onto one converged network.

Hotel staff can be equipped with land mobile radios (LMRs), which integrate existing two-way radio systems with Cisco IP telephony. Dual-mode phones allow hotel management to use a single device for both GSM and wireless communications.

Property Management Operations on Cisco converged network helps enable a new generation of property management solutions - the Cisco Intelligent Property. The Cisco Intelligent Property allows hotels to integrate disparate building systems that run over separate networks with independent control devices. Lighting, elevators, HVAC, fire control, energy management, video surveillance, and other security technologies can all be managed and controlled over one converged, IP-based network. This same network supports most out of their resources - technology, employees, and their property. Information is shared across the hotel systems, allowing employees to make better decisions and operate more efficiently.

### **1. High Speed Internet Access**

Enables operators to provide connectivity to guests and tenants so that they can use high bandwidth web content, play multimedia games, download music and video, access corporate VPN's and transact large file deliveries. High speed internet access also simplifies administration reduces management costs via Cisco Connected Hotel Suite can be accessed by guests without fuss or additional software.

### **2. Wireless Hotspots**

A hotspot is a Wi-Fi access point or area for connecting to the internet. These hotspots are highly localized and are accessed through a portal. This service benefits the customer in many ways, they can gain access to the internet without having to add additional software, the connection can also be tailored via a home page re-direct specifically for the business or recreational use and various billing methods are possible to suit the user.

### **3. Digital Signage**

Plasma screens, LCD's, computer monitors and televisions have the ability to rapidly update content and deliver specific messages to specific audiences in specific locations. They also provide a more expressive presentation and the ability to convey large amounts of information in a much more controllable way.

### **4. IP Telephony Services**

By replacing traditional Private Branch Exchange (PBX) systems with Cisco IP phones, hotel owners can offer their guests a range of advanced phone-based services which including high quality voice communications, phone-based video conferencing, integrated room service and complimentary services.

### **5. Next-Generation Video Entertainment**

By deploying a high-speed network infrastructure throughout their hotel guests can access advanced video services over a common communications platform. Such services may include: Internet and email access via TV, video-on-demand, local information services, advertising and content services.

### **6. Video Surveillance**

IP-based video surveillance offers significant advantages including superior video quality and video portability compared to older technologies, instant retrieval of security information, more efficient and effective management of multiple areas via a less expensive, centralized security operations model, and intelligent use of individual cameras to monitor areas of interest, such as "virtual escorts" to underground parking facilities.

### **7. Access Control**

Integrating access control devices into hotel networks enables security personnel to control and tailor guest entry, detect intrusions into entryways, parking structures, elevators, hallways and rooms more quickly. The devices can range from building card systems to biometrics.

### **8. XML (Extensible Markup Language)**

Enabled by internet technology, much of the telecommunications industry is headed towards the total integration of data, voice and video on a single packet-based infrastructure. This integrated architect makes the most efficient use of communication lines and hotel-based equipment utilizing simple to use XML based programming. This in turn enables the integration of a wide range of guest services such as billing, messaging (email, voicemail, fax), internet access, wake-up, entertainment, room service , guest orientated advertising and information and even in-room heating, ventilation and air conditioning (HVAC) all using the IP display guest phones.

### **9. HVAC (Heating, Ventilation and Air Conditioning Control)**

Automated and networked HVAC systems can efficiently control a building's temperature, humidity and airflow. This allows guests to adjust the environment in their individual spaces, thus conserving energy and controlling costs. Personalized control also improves comfort, which can directly impact customer satisfaction.

### **10. Energy Management**

Energy management systems such as meters, thermostats, environmental control systems, lighting and onsite generators can be network-enabled. This allows hotel owners and tenants to limit electricity and natural gas usage to the times when they are needed and reduces total energy costs.