

# The most cost effective wired and wireless High Speed Internet Access solution available to the hospitality industry today.



**SmartWeb**  
High Speed Internet Access (wired/wireless)

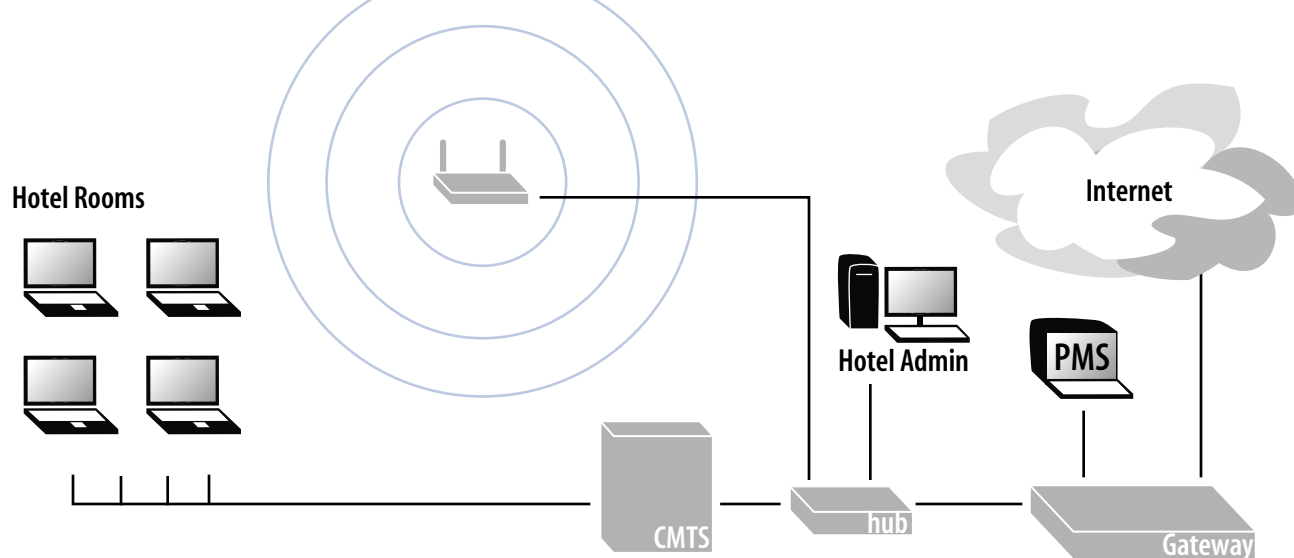
SmartWeb is a turnkey HSIA Solution that is very reliable, easy to use, easy to maintain and most of all easy to install. SmartWeb utilizes cable modem technology which runs on your hotel's existing coaxial television cable network. This dramatically reduces the cost of installation and guest disturbances.

SmartWeb provides a variety of billing and tracking options. Hotels can now deploy this powerful guest amenity in guest rooms, public areas and meeting rooms with the flexibility to make it free-to-guest or to charge for access. SmartWeb interfaces with most property management systems for those hotels that need automatic posting of Internet charges. Manual charge posting is also supported as a cost-effective option for smaller properties.

SmartWeb was designed to be scalable so all hotels no matter their size can take advantage of providing this exciting new guest amenity.



Features	Functions	Benefits
Cable Modem Technology	Digital modems that utilized the existing television coaxial cable network to allow wired access to the Internet from each guest room  Proven technology in millions of households Remote diagnosis and support Higher Bandwidth Longer Cable Runs Improve TV signal	Eliminates expensive re-wiring; No impact on telephone system; Very easy to install; Lower installation costs  It works and is very reliable Increase uptime and guest satisfaction Increase Internet access speed and guest satisfaction Reduce the cost of installation Better picture quality; increase guest satisfaction
Wireless HSIA	Access points connected to cable modems to provide wireless access to the Internet in strategic locations	Very simple and cost effective way to add wireless access to guest rooms and/or public areas
Charge to Guest Options	Interface to PMS System Credit Card Direct Billing Enrollment at front desk for password and duration Access Coupons which are pre-printed: - Username, password and duration - Sell at the front desk, gift shop, F&B outlets - Generate revenue and provide access for visitors - Multiple promotional uses and packaging options	Create a significant revenue center Increase occupancy and guest service Excellent for small hotels without PMS system or PMS interface Improve competitive position when negotiating with groups Increase average daily rate Automatic posting to guest folio Hotel not involved in any billing issues Increase revenue and improve guest service Hotel determines the price



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Free-to-guest access with Control	Disclaimer - Acceptable use policy Bandwidth control Splash page and redirect	Minimize hotel liabilities Prevent a single user from "hogging" bandwidth Take advantage of guest "touch point" A tool to communicate with your guests Provide links to valuable information Promote in-house and third party amenities to generate additional revenue
Plug and Play Access	No laptop configuration Static IP spoofing Choose from a variety of in-room access points	Improve guest service Allows guest with dedicated IP addresses to access the Internet; improve guest service Hotel decides on what type of access point in each guest room; improve guest service
Administration and Monitoring	Reports and log files Throttle Bandwidth Remote Support	Currently enrolled users Recent activity Enrollment expiration Usage logs for past users (identify violators of usage policy) Prevent heavy users from causing slowdown of other users All administration and monitoring available with instant remote access via secure SSL connection; same security protocol used by online banking
Driverless Printing	Print from any laptop or PDA browser Easy to use Charge per page Use virtually any printer	Increase guest satisfaction; tremendous value for the business traveler No configuration required generate additional revenue No need for expensive workgroup printer
Virtual Private Network (VPN) Support	Supports IPSec and PPTP VPN protocols Multiple simultaneous VPN connections	Improve guest service; increase revenue with business travelers More than one guest accessing their VPN network at the same time; improve guest service and increase revenue with business traveler
Hotel Information Portal	Link to existing external hotel website Custom designed internal website to promote in-house amenities, local attractions and provide links to Maps, Weather, Events, etc. Generate advertising revenue Unlimited cross-marketing and partnership opportunities	Opportunity to increase revenue and occupancy by allowing guest to make additional reservations Improve guest service and increase revenue via advertising Create additional revenue stream and retain 100% Increase market visibility of other related hotels; improve occupancy and revpar
Integrate Video-on-demand with HSIA	Provide pay-per-view movies with HSIA in all guest rooms	Movies generate additional revenue; increase guest service by offering folio review and express check; opportunity to increase average daily rate