



## *Enhancing the Guest Experience and Hotel Efficiency with Extricom's Wireless LAN System*

A happy guest is one who can surf the Internet, make travel plans, check in with the office, make and receive telephone calls, and find information quickly, wirelessly, whether in their room, in the lobby, or at the pool. The bottom line is offering guests the luxury of mobility.

And how many travelers today choose their hotel on the basis of wireless availability? Repeated surveys show that Wi-Fi has become a "must-have" service, topping the wish list of amenities for both business and leisure travelers. In addition, conference organizers now make wireless connectivity a principal requirement for selecting their event venue.

An efficient hotel is one that increases profit per guest. While the wireless-enabled guest experience contributes to revenue by increasing loyalty and retention, wireless-enabled internal processes yield lower overall operational costs. Some examples include:

- Housekeeping is notified via PDA when a room is vacant and ready for turnover.
- Facilities personnel with tablet PCs receive and complete work orders wirelessly, and move on to the next assignment without a round trip to the main office.
- Cell phone bills are reduced when hotel staff use voice-over-Wi-Fi handsets or softphones for instant communications from anywhere on the premises.
- Wireless IP cameras enable video surveillance of any location, without the constraints or cost of wiring.

### **Pushing Wireless from Vision to Reality**

Hotel operators today envision many uses of Wi-Fi. And the list keeps getting longer, limited only by the imagination. But larger-scale dependence on wireless also means placing far greater demands on the chosen technology. And, in the end, all of this points to a fundamental shift in thinking: from the tactical "hotspot" experiments of the past, to deployment of truly pervasive Wireless LAN (WLAN) infrastructure.

Extricom's award-winning WLAN system is uniquely designed to meet this new generation of demanding requirements. The Interference-Free™ Architecture enables dramatically easier WLAN deployment and lower total cost of ownership, while achieving a generational leap in capacity, coverage, seamless mobility and security capability. The result is a large-scale WLAN infrastructure delivering campus-wide triple play services, with the dependability of a wired network.

The idea of providing broadband to an entire hotel property was once only a high-tech dream. Today, wireless has the potential to transform not just the guest experience, but the entire hotel operation. The challenge now is to identify the right solution that can really make this promise a reality.



The Extricom  
Interference-Free™  
Architecture

Impressive Performance

Surprising Simplicity

Lowest Cost of Ownership

- Converged Voice, Data, & Video, with Zero-Latency Mobility
- Plug-and-Play Simplicity, with no RF Cell Planning
- Blanket Coverage for Ubiquitous Service without Co-Channel Interference
- Wire-like Connection
- TrueReuse™ Bandwidth
- Multi-Blanket Operation, in One Infrastructure

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## Hospitality Core Requirements

### Speed and Reliability

Guests demand a high-speed connection that is consistent and available, at all times, everywhere on the property. Slow Internet speed due to a crowded system or low signal strength, not to mention dropped and unreliable phone calls, will frustrate them and could impact repeat business.

### Multi-Tenant and Multi-Application Support

Many uses of Wi-Fi; one infrastructure. This is the goal. The return on investment is maximized when a single WLAN system is able to allow for co-existence of many different users (guests and employees), a wide variety of devices, and the full range of voice, data, and video applications.

### Cost-Effectiveness

Whether the hotel elects to charge for wireless service or not, the solution must be cost-effective throughout the lifecycle – planning, installation, and maintenance. And since change is inevitable, the infrastructure must be capable of handling it transparently.

## Extricom's Unique Value

### Guaranteed Service

Extricom's technology is the only WLAN technology that can deliver a guaranteed and consistent level of connectivity speed, to all users, everywhere on the property, always.

### A Multi-Layer System that Ensures No Performance Trade-offs

Extricom's unique channel blanket infrastructure permits the physical segregation of different users, devices, and applications, providing maximum bandwidth, mobility, security, and performance to all – as if they each had a dedicated system of their own.

### The Lowest Cost of Ownership

Extricom's solution eliminates the cost of RF cell planning and RF staff expertise, seamlessly extends your existing wired network, and is deployed and maintained with plug-and-play simplicity. The bottom line is Total Cost of Ownership that is 50% lower than competing solutions.

## The Future of Wi-Fi

The hospitality industry wants more from wireless. That is clear. The question is: how confident is the hotel IT staff that today's technologies can meet that demand?

Ask us how other hotels, as well as clients in the healthcare, education, and enterprise arenas have succeeded with Extricom. Extricom's WLAN is specifically designed to surpass the challenges posed by pervasive Wi-Fi. It provides the high-performance, resilient, and future-proof infrastructure that hotels require to deliver the benefits of voice, video, and data on a single network, without the trade-offs of convergence. And it does so with surprising simplicity, low maintenance, and cost-effectiveness.