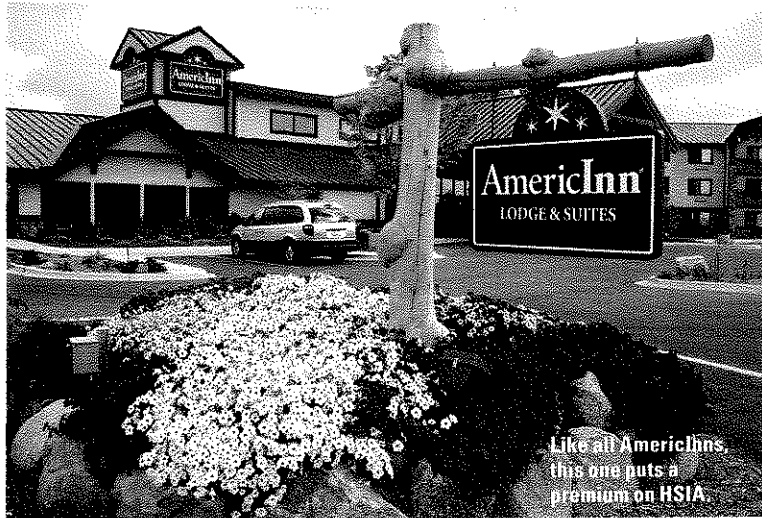


TECHNOLOGY Today

HOW TECHNOLOGY ENHANCES THE BOTTOM LINE



Like all AmericInns, this one puts a premium on HSIA.

KEEPING PACE WITH HSIA

Just because high-speed Internet access has become a hotel commodity doesn't mean it's static. In fact, say vendors and users alike, HSIA standards are being refined, users are more discriminating and what used to be very expensive a mere five years ago is far more down-to-earth.

When AmericInn International launched 20 years ago, HSIA wasn't a concern, says Jan Bedzyk, director of purchasing for the select-service chain. Now it's a guest expectation, whether wired, Wi-Fi or both. All AmericInns are built of concrete, so the earliest ones are Wi-Fi, because hard-wiring an existing building of concrete was impossible, she said. But new-builds feature both Wi-Fi and the hard-wired HSIA mandated for many government and military employees with stringent security needs.

"The old ones maintain a wireless status, and that does deter some of our guests," Bedzyk acknowledges. "Last year, we changed our specification to have both wired and wireless to meet all of our guests' needs. No one needs to be tethered anymore."

What differentiates HSIA providers is support, says Bedzyk. AmericInn guests—and owners—demand live, 24/7 help access for HSIA. "If you can go into a Starbucks Coffee or Borders Bookstore with your laptop and obtain service," Bedzyk says, "you better be able to do that within all areas of your hotel."

"A lot of franchisors are updating HSIA standards," says Jason Tienor, president and CEO of Telkonet. Costs are going down, too: "Contracting for two, higher-bandwidth lines today may not be more expensive than the original line was five years ago." That's particularly important

for larger properties where multiple users can overload a system and create an outage. In such cases, two lines can spell relief and keep the HSIA running.

"That one night of outage is going to impact that guest's decision to return to your property."

And demand will only grow. "HSIA technology is becoming more secure, more stable, more ubiquitous," says Tienor, who travels with a MacBook Pro and an iPhone. "I believe it's going to evolve. Look at its uses today, from dual-service phones, e-books, tablet computing—all these devices require specific abilities and needs, and when you extend it beyond personal computing to the entertainment space and talk about xBox being carried by guests, all these things need to be seamless on a hospitality network."

Tech Bytes

JHM Hotels selected MTEch to provide the Greenville, SC company's 30 properties with the ASP-based PMWorks solution...Beverage Tracker, the RFID-based solution from Capton, produced impressive ROI results for the [redacted] in the second half of 2007, Capton says...Dubai-based IFA Hotels & Resorts plans to use enterprise software from Systems Products International throughout its mixed-use products, vacation ownership, branded residential and other offerings...Gaylord Entertainment Company is using the content mining service solution from Clarabridge to monitor and analyze customer experiences...Four French hotels and one hotel in Belgium, all under the Hotel Outsource Management International umbrella, are using the HOMI 336 computerized minibar system...Nikki Beach chose SynXis hotel distribution and Internet marketing solutions to expand into the luxury boutique hotel and resort business. The Nikki Beach Resort Turks & Caicos is using SynXis' RedX distribution management system... [redacted] selected the InfoGenesis point-of-sale solution from Agilysys for use at the Capella Castlemartyr in County Cork, Ireland and Schloss Velden, Austria...IBS Software Services, PLC, acquired controlling interest in Hotel Booking Solutions, Inc., a provider of electronic distribution and channel management technologies...The Reef Atlantis installed CondotelWare to manage its new, 497-unit condo-hotel property...LXR Hotels & Resorts' [redacted] was named e-marketer of 2007 by TravelCLICK and the Hospitality Sales & Marketing Association.