

The Telkonet iWire System™

Comfort Inn, Selinsgrove, Pennsylvania



BY CHOICE HOTELS

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|----------------------------|---------------------------|
| Type of building | Hotel |
| Location | Selinsgrove, Pennsylvania |
| Year built | 1981 |
| Number of buildings | 1 building |
| Number of floors | 2 floors |
| Number of rooms | 62 rooms |
| Telkonet installation date | June 2004 |

Challenge

Find a secure, reliable high-speed Internet access system that could be installed at a reasonable cost.

The hotel management at the Comfort Inn in Selinsgrove, Pennsylvania, knew that they needed to offer their guests high-speed Internet access (HSIA) to remain competitive and have satisfied customers. They needed to install HSIA quickly or run the risk of losing customers. The Comfort Inn's largest local competitor announced that they were going to install HSIA early in 2004. The race was on to find a high-speed Internet access solution that was quick to deploy and cost-effective.

"Our greatest challenge in the HSIA decision process was finding a secure, reliable service that could be installed at a reasonable cost. The total cost of the service would, in effect, determine if we could offer the amenity free of charge," explained Connie Buck, General Manager of the Comfort Inn.

Hotel management looked into different options and different companies. Some companies were offering DSL, but tests in the Selinsgrove area found the signal to be less than satisfactory. In addition, the firebreaks in the hotel structure would have made this an extremely expensive route to follow. They checked into standard cable connections as an option, however; the wiring necessary and the number of modems required were expensive. Another alternative for HSIA, which

they considered, was wireless; however, their government guests had expressed concerns about the security issues involved with a wireless connection.

Solution

The Telkonet iWire System was installed within days using the hotel's existing electrical wiring, delivering a fast and stable connection.

Since none of these approaches solved their problem of finding a quick, cost-effective solution, hotel management decided to search for other options. In doing so, they discovered Telkonet's iWire System, where high-speed Internet access is delivered within a building using the building's existing electrical wiring. The system uses powerline communications (PLC) technology to convert every power outlet to a high-speed data network. It works with any Internet signal, including satellite, DSL, T1 and cable.

Telkonet's approach sounded promising and simple, but hotel management wanted to be sure before going forward, so they called some of Telkonet's hotel customers to determine how well the system worked and if their guests found it easy to use. The hotel referrals gave only positive and enthusiastic feedback about Telkonet's iWire System. The pricing of Telkonet's system was also attractive, since

Telkonet, unlike other companies, offers a subscription pricing model. For a low monthly fee, plus an electrician's one-time fee, their entire hotel would be Internet-enabled, with Internet access at every outlet.

Connie commented, "The system was installed in our hotel through our electrical system. The installers completed the job within two working days – a two-man job. There was absolutely no disruption to guests; no rooms needed to be placed out of service during the installation. The system was successfully tested by connecting to the Internet through various electrical outlets located in different areas of the hotel." The hotel has HSIA access available through every electrical outlet in the building, including all guest rooms, meeting rooms, public areas and offices. HSIA is offered as a free amenity.

"The Telkonet iWire System has been well received by our guests," added Connie. "Those who have had some exposure to HSIA service have commented that Telkonet's service has absolutely no electrical interference; the connection is stable and fast. Those who never had encountered such a system are amazed that it works, and

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Connie Buck, General Manager
Comfort Inn

works well. In the time since we have had the Telkonet service installed at Comfort Inn, Selinsgrove, we have only had positive comments and feedback. The portability of the Telkonet iBridges™ is convenient to hotel staff and guests alike." According to Connie, guests can be seen checking e-mail in our breakfast room, in the meeting rooms, the guest rooms, and on occasion, in the lobby areas.

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