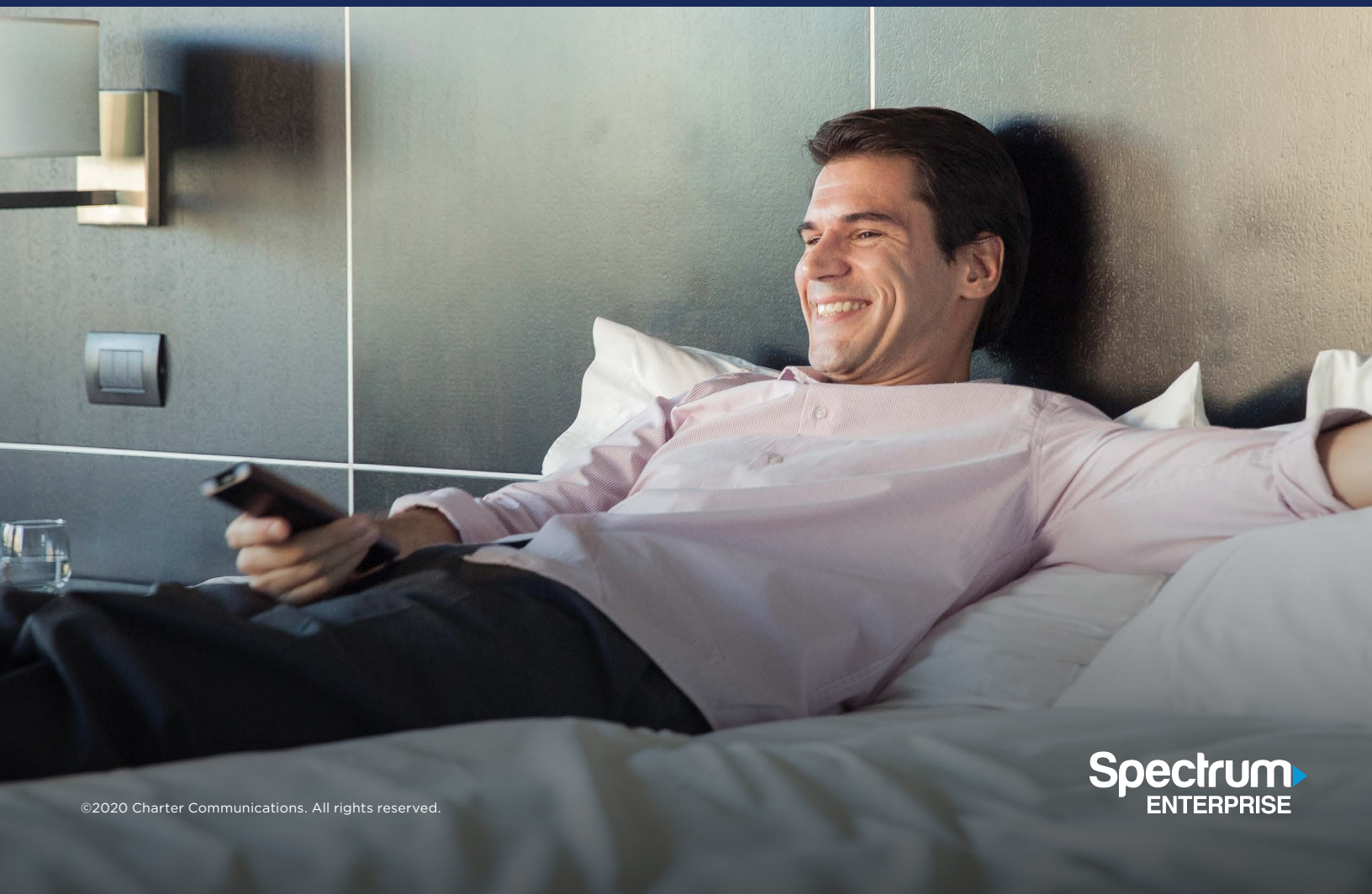
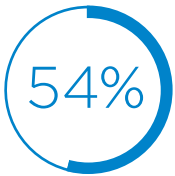


Improve operational efficiency and reduce costs with an advanced in-room technology platform





Now more than ever, you must continuously seek ways to run your hotel operations more efficiently and enhance the guest experience. That's why hoteliers are turning to advanced technologies.



of hotels plan to increase technology spending¹



of hoteliers are increasing use of technology to reduce direct contact²

Guest room TVs, originally installed purely for entertainment purposes, are evolving to keep pace with guest expectations, especially for contactless services. The in-room TV has transitioned from a simple entertainment source to a hub of interaction in the guest room. TVs can now serve as a technology platform and provide an immersive experience for the guest and a way to streamline your overall hotel operations. With the right in-room technology platform in place, you can not only achieve increased operational efficiencies, but also boost staff productivity and maximize revenue, all while enhancing the guest experience.

Spectrum Enterprise combines its expansive programming from Fiber Connect Plus TV with the full-featured in-room immersive experience of Moviebeam to create a customizable solution for your property. By implementing these advanced technologies, you'll improve guest satisfaction and review scores, reduce costs, and unlock new, profit-lifting opportunities — crucial factors for maximizing your overall business performance.



Moviebeam transforms the purpose of the hotel television in ways that improve the guest experience while enhancing overall operations.

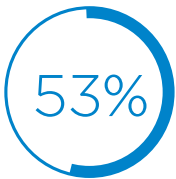
In-room technology enhances operational efficiency and guest services

Guests want more functionality from their in-room TVs: 53 percent want the ability to check out, 43 percent want to access concierge recommendations and 42 percent want to order services and amenities such as in-room dining.³ Automating these time-intensive tasks helps you optimize your hotel resources and staff productivity to improve operational efficiency.

Moviebeam offers an interactive, television-based concierge service, delivering custom content about local attractions, museums, shopping, live performances, sporting events and more. It also provides guests with access to a full suite of hotel amenities and services, allowing them to see open time slots and prices in real time. Guests can make restaurant reservations, book spa appointments and schedule their own tee times, rather than calling to go through all the available options. Screen banners also allow you to provide guests with immediate updates, such as a new start time for a conference. Not only does this functionality create operational efficiencies, it gives guests the control over their lodging experience that they crave.

Integrate with your property management system

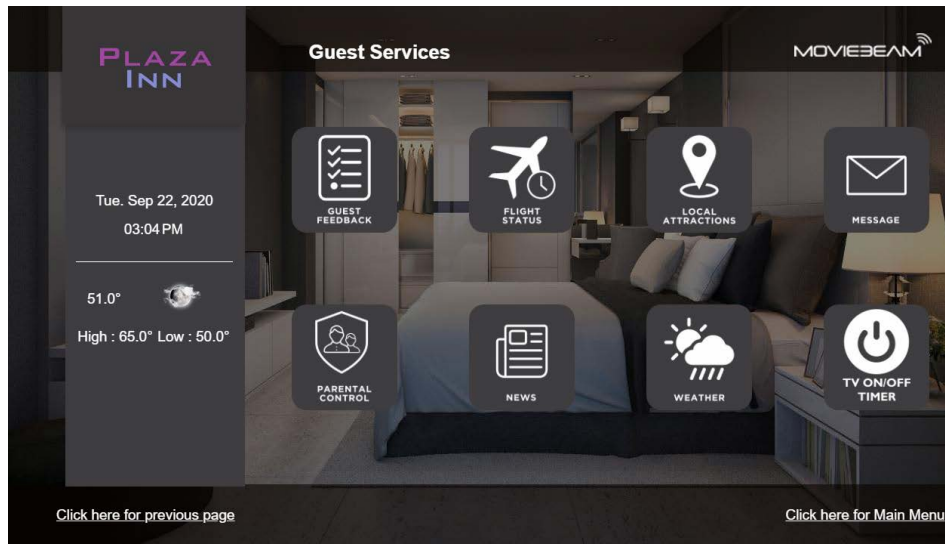
Your hotel can achieve operational efficiencies when your in-room technology platform integrates with your property management system (PMS). The ease of the check-in and checkout process is important to guest satisfaction. Guests concerned about social distancing don't like waiting in front desk lines to checkout, but they do want to know what they are being charged. Printed statements slipped under guest room doors often don't include charges made after a certain time, such as drinks from the previous night or breakfast charges from that morning nor do they meet the concerns of cleanliness-conscious guests. Moviebeam seamlessly integrates with most PMSs. This gives guests visibility to all hotel charges and allows them to use express checkout, reducing front desk lines and creating operational efficiency.



want the ability to check out of a hotel via the TV⁴

Respond to guest feedback immediately

Moviebeam includes a Guest Feedback app to capture guest opinions and suggestions in an effective, modest way. For instance, when a guest selects an emoji that best describes their stay, the general manager receives an instant message with the feedback. Negative responses can be instantly addressed while the guest is still on property leading to great service recovery. Likewise, a guest can be thanked or rewarded for their positive comments. When your hotel is more responsive to needs, guests feel valued, are less likely to post negative reviews online and their future business is more likely to be retained. Plus there is the bonus of the potential additional business you'll receive from the guest's positive word of mouth.



Create operational efficiencies by giving guests access to a suite of hotel amenities and services on the in-room TV.

Reduce IT burdens

With the rapid advances in hospitality technology, IT issues are a constant concern. Moviebeam simplifies TV delivery. The solution, delivered in QAM or IP format, incorporates a reliable, dedicated fiber connection that results in fewer service disruptions and outages, and includes expert 24/7/365 support. Your staff is freed from dealing with time-intensive technical issues and can put their full focus on delighting your guests. Moviebeam also lets you select from multiple bundles to meet specific property needs and scale for business growth by adding new channels, in-house content and TVs as your needs grow.

Employee satisfaction boosts your bottom line

The Bureau of Labor Statistics estimates an annualized employee turnover rate of nearly 74 percent in the hospitality industry.⁵ High turnover results in lost productivity and costs hotels a tremendous amount of money from an endless cycle of recruiting, hiring and training. Unhappy employees also have a negative ripple effect on your customer service and loyalty.

Moviebeam automates and streamlines administrative tasks, improving accuracy and efficiency. This allows staff to invest more time in providing the individualized attention your guests crave. Maintaining happy employees is crucial for creating outstanding guest experiences.



Hotels can
customize
Moviebeam for
each property's
specific needs and
brand standards.

Advanced in-room technology increases revenue

An advanced in-room technology platform can attract more guests to your hotel. In fact, 72 percent of guests are likely to return to a hotel if their preferred in-room tech is available.⁶ You can also generate incremental sales by providing guests with in-room marketing content and promotional offers through Moviebeam's Ticker app.

Ticker messages such as those promoting your hotel happy hour or a breakfast special will appear on the TV screen the moment you send them. If restaurant reservations are low for a particular evening, you can instantly promote the restaurant and even include an exclusive coupon code to generate demand. You can boost traffic further by updating menu items and daily specials through a convenient drag-and-drop web interface.

Your guests can use the in-room TV to order food and beverages — and customize their orders or make special requests. Limited service hotels can capture new revenue opportunities by partnering with local restaurants and food vendors, allowing guests to view their menus and place orders.

Moviebeam also allows hoteliers to generate additional revenue streams by selling on-screen ad space to local businesses. You can advertise local establishments and let guests view information about car rentals, tours, local attractions and special events right from the TV screen.

Personalize for higher profits

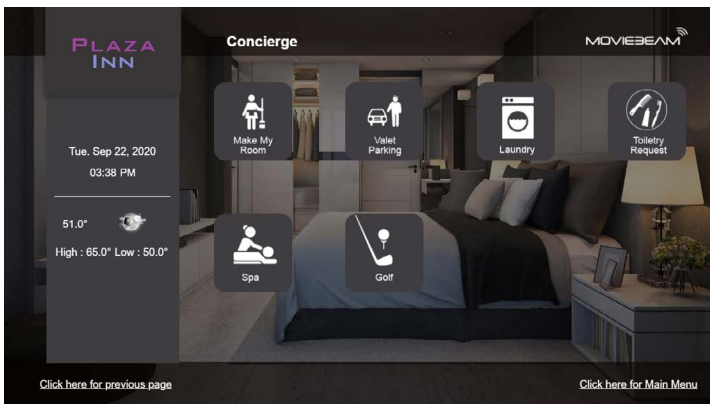
Personalization can deliver a five to eight times return on investment on marketing spend.⁷ Brands that successfully infuse elements of on-demand, authenticity and personalization into their customer experiences will stand out from their competitive set.

With Moviebeam, hoteliers can easily send personalized messages to guests — either privately to a single room, to a group of rooms or to every room. You can notify conference attendees about event start times or dress codes and offer guests customized services — such as dining or spa package offerings — based on past preferences.

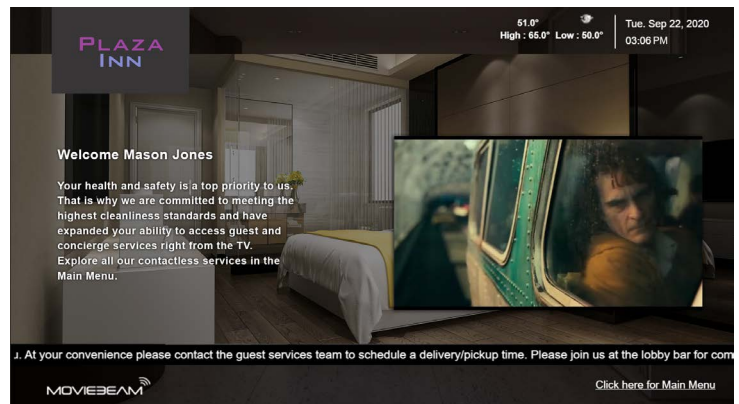
An immersive TV gives guests control over their own experience so they can personalize it and, thereby, enhance satisfaction and loyalty. And satisfied guests mean higher retention rates which translates into increased revenues for your property.⁸

Strengthen hotel branding

Reinforce your branding with a personalized welcome page that greets each guest by name when they enter their room. Your welcome page can be customized with your logo and a combination of videos, photos, graphics and text to suit the unique needs of your property — or create a consistent brand experience across all your hotel properties. Moviebeam supports in-house content and channel insertion, as well as brand-preferred channel placement.



Automating tasks, like scheduling a housekeeping service, helps you optimize your hotel resources and improve operational efficiency.



Add personalized guest greetings directly to the welcome screen. Research shows consumers are more likely to make a purchase when brands offer personalized experiences.

Choose the right in-room technology platform provider

Approximately one third of hoteliers reported in a Lodging Technology Study that outdated technology architecture and the inability to integrate disparate systems was a top pain point holding back their investments in new technology.⁹

To improve operational efficiency and reduce costs, you should turn to a hospitality technology provider offering advanced solutions that integrate seamlessly with your current systems. By partnering with Spectrum Enterprise, you'll benefit from a network solution that merges reliable connectivity with flexible bandwidth designed to accommodate your unique property requirements. We provide a reliable fiber network and the immersive viewing experience your guests expect, with the highly interactive service options they desire. With Moviebeam hotels can achieve greater business success and enjoy benefits such as:

- An advanced fiber network that ensures high performance, availability and uptime.
- Seamless PMS integration to achieve maximum operational efficiency.
- 200+ available channels with a variety of customizable service packages.
- Video streaming applications, robust on-demand content and casting from personal devices to the hotel TV.

Spectrum Enterprise currently partners with more than 17,000 hotels nationwide, helping them earn greater guest loyalty through a portfolio of in-room technology and connectivity services that include HDTV, dedicated fiber internet and managed WiFi. We understand what creates the ideal guest experience as well as the impacts of the in-room entertainment experience on guest satisfaction — and what that means for your bottom line.

[Get in touch](#) with one of our hospitality IT experts to learn how Fiber Connect Plus with Moviebeam can help you streamline daily operations and increase revenue.

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About Spectrum Enterprise

Spectrum Enterprise, a part of Charter Communications, Inc., is a national provider of scalable, fiber technology solutions serving America's largest businesses and communications service providers. The broad Spectrum Enterprise portfolio includes networking and managed services solutions: Internet access, Ethernet access and networks, Voice and TV solutions. Spectrum Enterprise's industry-leading team of experts works closely with clients to achieve greater business success by providing solutions designed to meet their evolving needs. More information about Spectrum Enterprise can be found at enterprise.spectrum.com.