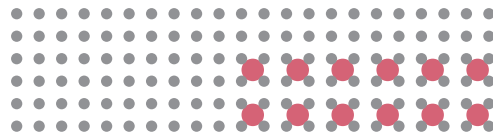


Hotel InfoService Solutions





Competition in the hospitality industry has always been fierce. And with the economy curtailing travel for businesses and consumers alike, it seems even more so today. Many hotels are investigating ways to cut costs and improve efficiencies without impacting service quality. But doing so is a very tall order that still only addresses part of the problem. Hoteliers must seize the opportunity to differentiate themselves and make theirs must-see destinations. As such, it's the perfect time to implement and test new and exciting solutions to enhance the customer experience—and provide a much needed competitive advantage. And when the tide turns, you'll be ready to cater to your guests' needs more effectively, encourage repeat business and improve customer loyalty.

The Hotel InfoService Suite

The Hotel InfoService Suite from Alcatel-Lucent is a collection of phone-driven applications designed to take the guest experience to the next level. Through cutting-edge video, camera and internet technologies, these applications transform each room's phone into an information portal and window into the entire hotel. And through automation, guests' needs are addressed in advance, pampering them in a whole new way. What's more, the applications make using the phone a much more visual, interactive experience through video and by displaying photographs of hotel services, such as Front Desk, Concierge, Bellman and Wake up Call. Not only does this modernize the overall look and feel of the phones, it enhances your hotel's image and atmosphere.



The Alcatel-Lucent HotelCam

Is the pool crowded? Can we get a seat by the window in the restaurant? How long is the wait at the front desk? These are questions that guests ask all the time. Now with the revolutionary Alcatel-Lucent HotelCam, visitors at your hotel can see for themselves how congested different hotel venues are and plan their day accordingly to minimize waiting and frustration. Live video feeds of various public hotel locations are shown on each room phone and guests can select different views by simply pressing a button. They can even watch the sunset from the comfort of their own rooms. And because only public areas are displayed, guest privacy is ensured.

The Alcatel-Lucent HotelCam can help:

- Minimize guest aggravation and complaints due to long lines
- Reduce the number of calls to the front desk
- Improve the guest experience by allowing customers to see key areas within the hotel from the room

The Alcatel-Lucent DoorCam

Today's focus on security is stronger than ever. In general, travelers are more cognizant of potential dangers and expect hotels to take measures to ensure their safety and well-being. The Alcatel-Lucent DoorCam provides the peace of mind your guests want and the added security you need. A small camera in the door of each room beams live video images to the video display on the telephone,





allowing guests to see who is outside the door. The ability to verify the identity of people at the door helps reduce the number of unwanted visitors and allows your guests to more tightly control access to their rooms. The Alcatel-Lucent DoorCam also enables guests to open the door from the phone, so if they are on a teleconference or unable to get to the door they can still authorize access.

The Alcatel-Lucent DoorCam provides:

- Improved security and room access
- Enhanced peace of mind for concerned travelers
- Hands-free door opening via the phone

Alcatel-Lucent Hotel Room Automation

Give your guests an experience they've only read about. Home automation, or domotics, is growing in popularity, but it is still relatively limited in most houses. Borrowing from building automation, home automation improves the comfort of residents by allowing them to more easily control various aspects of the room, including lights, climate control, curtains, doors and windows. The Hotel Room Automation solution from Alcatel-Lucent allows you to provide your guests with this state-of-the-art technology. In essence, it transforms your guest's phone into a controller that can change air conditioning and heat settings, turn lights on and off, open curtains and much more—all from one central location. What's more, these settings can be recorded for guests and as they return, their rooms can be programmed to their exact specifications.

With Alcatel-Lucent Hotel Room Automation, you can:

- Improve guest comfort
- Enhance repeat business
- Boost your hotel's image by showcasing the latest technology

The Alcatel-Lucent VoIP Gateway for Skype

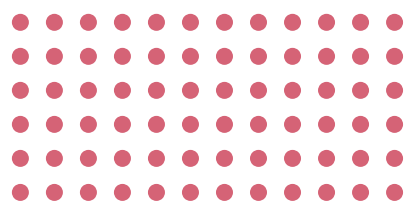
Cell phones have dramatically reduced phone-related revenues for hotels around the world. By connecting traditional phone technology with new internet-based voice over IP (VoIP), the VoIP Gateway for Skype from Alcatel-Lucent encourages guests to use hotel phones once again. With it, they can utilize the IP Touch display to access their Skype accounts, view buddy lists and connect to friends and family economically, while on the road.

With the Alcatel-Lucent VoIP Gateway for Skype, you can:

- Increase room phone usage and revenues
- Inexpensively connect your guests with friends and family while traveling
- Provide access to Skype buddy lists for easier dialing



Through cutting-edge video, camera and internet technologies, these applications transform each room's phone into an information portal and window into the entire hotel.



New technologies for a new generation of travelers

The Alcatel-Lucent Hotel InfoService Suite includes a variety of cutting-edge technology solutions designed to take the guest experience to a whole new level—and help you establish a competitive advantage. These solutions help you anticipate guests' needs and proactively deliver on them. What's more, they put your guests in the driver's seat, allowing them to control many aspects of their stay by simply pushing buttons from their in-room phones. And, they offer unique visual experiences that give your guests a window into different locations throughout the hotel and improve room security.

For more information on the Alcatel-Lucent Hotel InfoService Suite, e-mail Professional.services@alcatel-lucent.com or visit www.alcatel-lucent.com/enterprise/services.

The Alcatel-Lucent Services for Enterprise advantage

Collaborative

A global team of more than 300 integration and development experts work with Alcatel-Lucent R&D and technical support and training groups to deliver expertise in all Alcatel-Lucent enterprise communications solutions.

Dedicated expertise

The Alcatel-Lucent Services for Enterprise team of experts partners with companies to define and develop a tailored solution that will benefit their business.

Close partnership in solution customization

The Alcatel-Lucent Services for Enterprise team keeps companies fully informed as they work together to develop and adapt a solution to companies' evolving needs before it is integrated into their system.

Flexible and transparent deployment methodology

The Alcatel-Lucent Services for Enterprise team offers worldwide expertise in thousands of large-scale transformation projects, across all industries, in network integration, applications, security and support systems.

Worldwide leadership

The Alcatel-Lucent Services for Enterprise team offers business-critical voice, data and applications solutions—underpinned by strong security integration services.

EN – 3/2009 - Alcatel-Lucent Enterprise - 32, avenue Kléber - 92707

Colombes - France - RCS Paris B602033185.

Alcatel, Lucent, Alcatel-Lucent and the Alcatel-Lucent logo, are trademarks of Alcatel-Lucent.

All other trademarks are the property of their respective owners. Skype is a trademark of skype limited or other related companies. This document is for informational purposes only.

Alcatel-Lucent assumes no responsibility for the accuracy of the information presented, which is subject to change without notice.

© 2009 Alcatel-Lucent. All rights reserved.

March 2009