

INSIDER SESSION:
**TRANSFORMING GUEST
STAYS BY ENHANCING IN-
ROOM ENTERTAINMENT AND
NETWORK INFRASTRUCTURE**



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IN-ROOM ENTERTAINMENT

The landscape of in-room entertainment (IRE) is evolving rapidly, driven by advancements in technology, changing guest expectations, and the increasing demand for personalized, seamless experiences. Here's a breakdown of current standards and emerging trends shaping the hotel entertainment industry.

CURRENT STANDARDS IN IN-ROOM ENTERTAINMENT

- **Casting & Streaming Integration:** Guests expect to stream their own content from services like Netflix, Hulu, or Disney+
- **Pro:Idiom hospitality-grade TVs**
- **Personalized Content & Guest Profiles**
- **Seamless WiFi Connectivity:** High-speed internet is essential for streaming, gaming, and content casting.
- **Live TV & On-Demand Content:** Traditional cable or IPTV remains relevant, with a mix of live channels and VOD content.
- **Mobile-First Access:** Guests want the ability to control their in-room TV, lighting, and entertainment via their smartphone or hotel mobile app.

IN-ROOM ENTERTAINMENT

WHAT IS THE DIFFERENCE BETWEEN CASTING AND STREAMING?

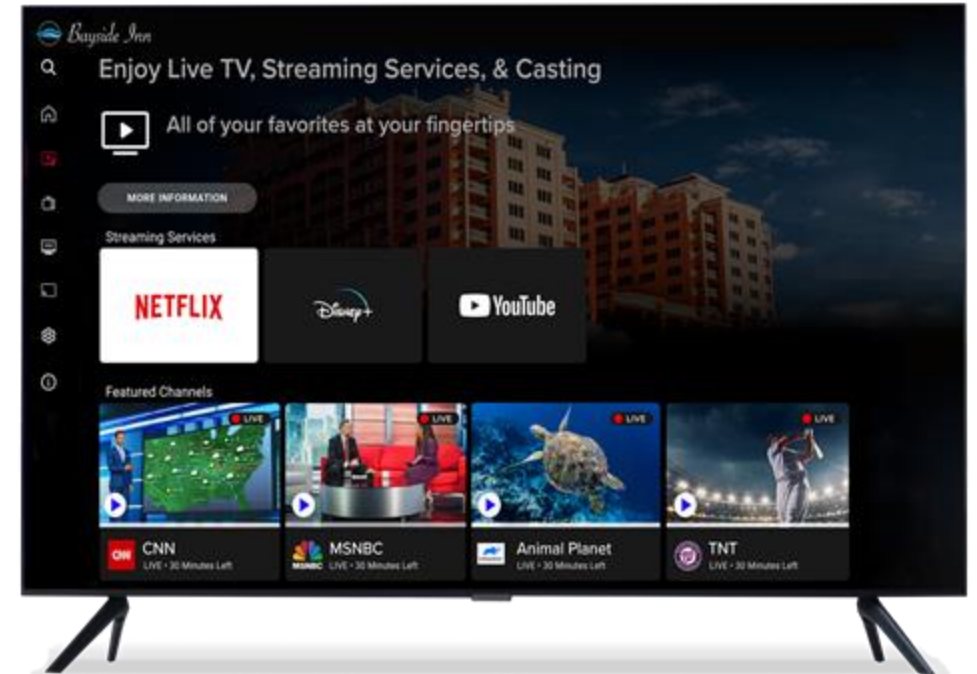
Streaming uses apps that are available on the TV, either built-in or through an add-on box. Currently there is no specific requirement as to what apps need to be made available per the mandate.

Casting is when a guest uses the TV to display content they are accessing and controlling via the apps on their own device. Casting may provide additional app options that the TV does not provide.

TOMORROW'S HOTEL: A LOOK AT THE FUTURE OF HOSPITALITY TECHNOLOGY

EMERGING TRENDS:

- Rise of Artificial Intelligence.
- Focus on Operational Simplicity.
- Demand for Instant App Access.
- Growth of FAST (Free Ad- Supported TV) Content.
- Blurring of Home, Hotel, and Vacation Rental Experiences.
- IOT Connected Rooms (though adoption is slower than expected).
- Hoteliers Growing More Tech-Savvy and Investing in Technology.
- AI networking Driving Smarter Interactions.



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UNDERSTANDING TODAY'S HOTEL GUEST

- American households average **5.4** subscription services. (*Deloitte, Statista, MediaPost: Feb- April 2025*)
- **87%** of guests watch live TV in hotel rooms. *LODGING: March 2025*
- **72%** of guests watch premium channels and streaming TV in hotels. *LODGING: March 2025*
- **66%** of guests watches on-demand content in hotels. *LODGING: March 2025*
- **73%** of guests experience weak WiFi in hotel rooms. *LODGING: March 2025*



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INFRASTRUCTURE ESSENTIALS

- **Review your casting and streaming solution:**
 - Casting and streaming devices require a minimum of 65dBm on average for signal coverage from the guest WiFi APs to perform well and provide a stable video experience.
- **Review Your Existing WiFi Equipment:**
 - Casting and streaming devices require stable and reliable network data delivery. To accomplish this, your network switching, and access points should be current models, able to support your ISP connection.
- **Ensure the proper ISP connection speed:**
 - Proper bandwidth from your Internet Service Provider is necessary to ensure a stable video experience.

INFRASTRUCTURE ESSENTIALS

Proper ISP Connection Speed

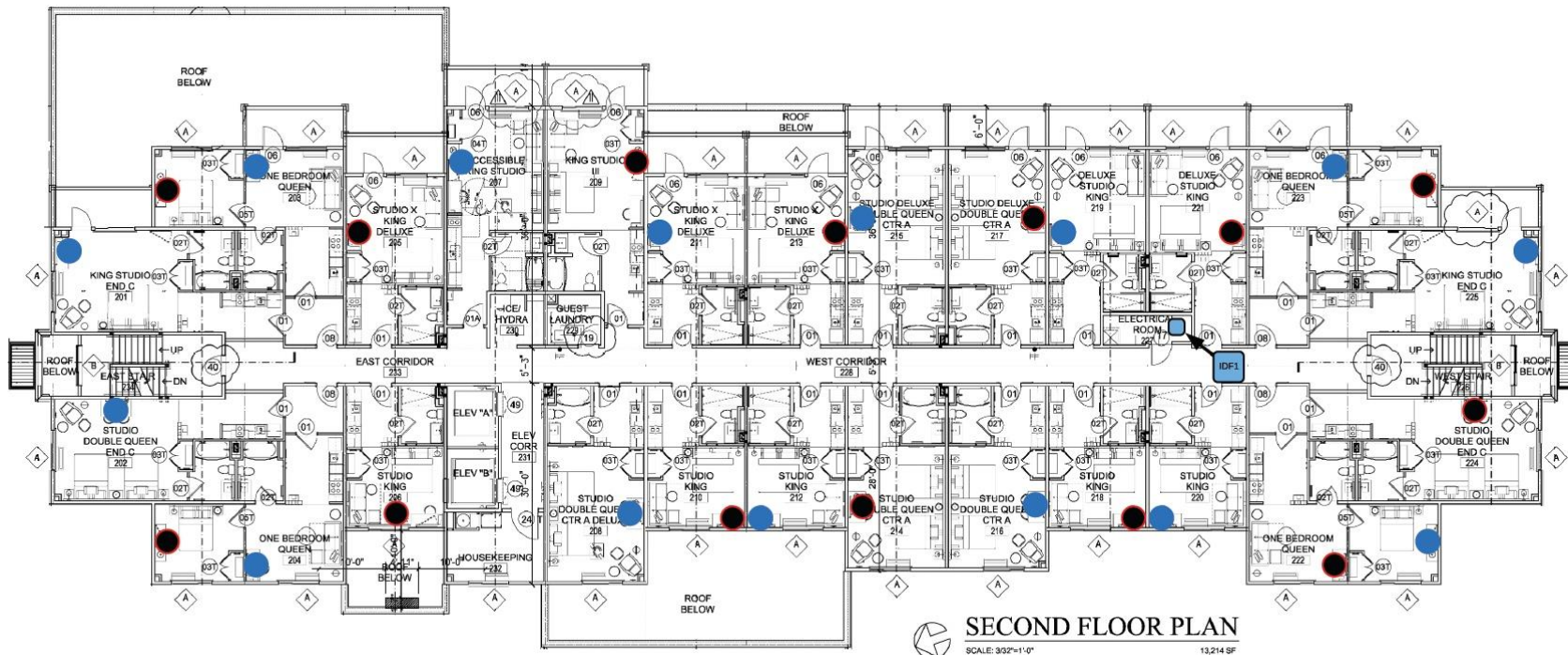
- Example: 100 rooms = 500 Mbps
- Best practices: A symmetrical fiber connection

Review Your Existing WiFi Equipment

- WiFi 5 → WiFi 6 → WiFi 7
- Best practices: 1 AP for every 2 rooms

Casting & Streaming Devices

- Require a minimum of -65dBm on average for signal coverage



Telecommunication Legend:

- (In-Room) Wall-Mounted
- Medium Density Ceiling Mount
- High Density Ceiling Mount
- Outdoor
- Standard Ethernet (No AP)

CAPEX PLANNING

Benefits:

- We can cater a plan around your budget needs
- The ability to provide multiple financing options
- Bundling discount services as an option
- \$0 up front

MEET YOUR TEAM



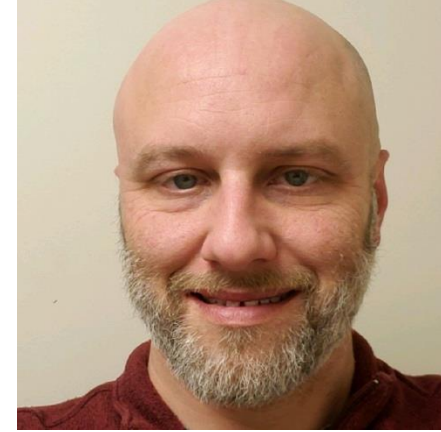
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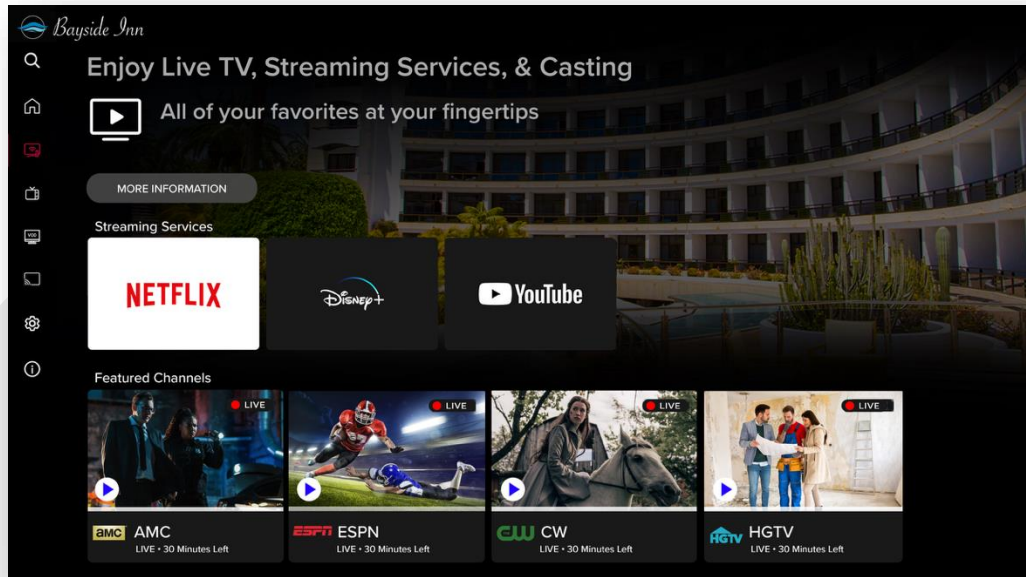
Phones



ProSafe



CarrierWave
Creative

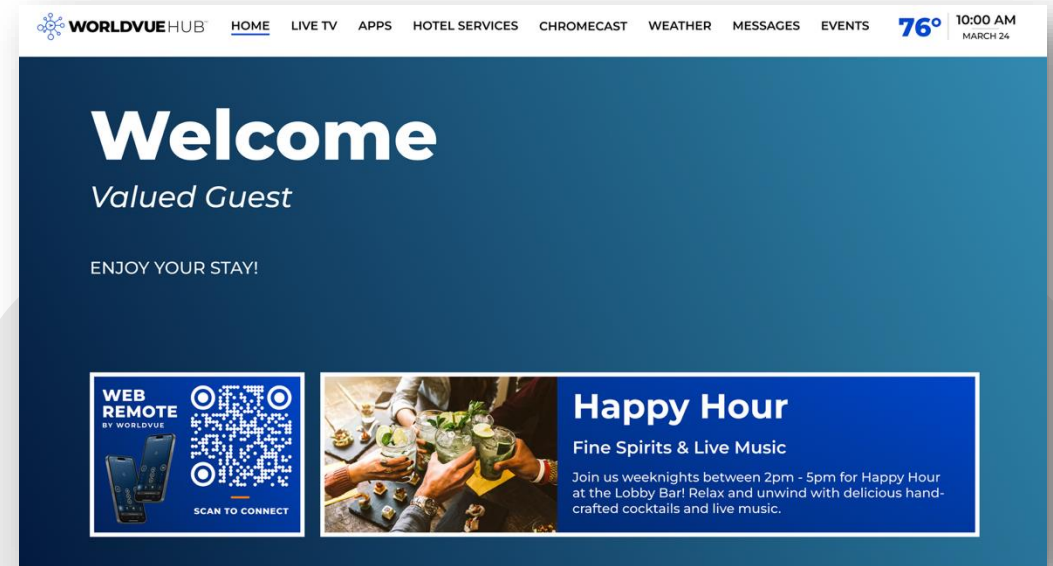


ONSTREAM

Increased Operational Efficiency

- Display property information, offers, and push notifications
- Real-time UI customization PMS integration
- Customizable info pages

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WORLDVUE HUB

- Seamless PMS and Room Control Integration
- Tailored Design
- Revenue Growth
- Flexible Connectivity

**THANK
YOU!**

