

## GUEST EXPECTATIONS

### Managing Technology Expectations

**Guests are demanding the best in technology, but don't always want to pay for it.** By Beth Kormanik

The hotel technology arms race looks a lot different these days.

"If you look at our industry as a whole, 20 to 30 years ago we would go to a hotel for air conditioning and HBO," said Craig Ziegler, president of Suitelinq. "Today, that's evolving. What you do in the room has to be exciting and 'wow' and a little entertaining."

Hotels are going about that in many ways, according to a panel of experts at this week's Buyer Interactive Trade Alliance and Conference (BITAC) Tech and Operations event.

"Technology is absolutely critical to delivering the guest experience our guests are looking for right now," Matthew Gabree, who heads Global Guest Initiatives at Starwood Hotels & Resorts. "Our guests want to feel like they are home: If they have an instant Internet connection or five bars on their mobile phone, they want that experience at the hotel. They will demand it. Aesthetic niceties are great, but if you can't deliver the basics, you don't have the wow."

The basics will differ depending on the type of property, according to Adrian Butler, vice president of telecommunications and support services at Accor Hospitality, whose portfolio range from the high-end Sofitel to the economy Motel 6.

"You don't have the same expectations from Wal-Mart that you do from Neiman Marcus," he said. "It's about being predictable and honest with our guests about what that service will be and then listening to what they specifically need. What we're hearing from our guests is, 'I have technology

that I'm bringing with me. How do you enable me to use that technology when I'm in your space?'"

More people are using high-speed connections to download their own content and watch on flat-screen TVs, according to Daniel Sato, business development manager, Americas, at TeleAdapt.

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That's why delivering quality high-speed Internet should be a top concern.

But hotels continue to look beyond the basics to impress guests. The challenge for hotels is to integrate various pieces for technology, from their operational side to guest-facing applications. Ziegler said he often hears people ask for "one box that does it all," so guests as well as staff engineers do not have to deal with individual delivery systems.

"That is the holy grail," he said, "not existent today in my opinion."

Gabree envisions that solution coming through the television. The idea would be to focus all entertainment -- audio, visual, the Internet -- on the television and possibly eliminate the radio alarm clock or even the telephone.

"It's hard to provide everything for everyone," he said. "We're after that holy grail ourselves, that one piece of technology that delivers it all."

One area where Starwood has made strides is using a proprietary system to collect and share information about a guest's profile. Starwood's luxury collection and St. Regis properties use the database to collect minutiae such as a pet's name, the side of the bed they sleep on, or a guest's preference for Diet Coke. The details can be used to anticipate the guest's arrival and make for a better stay.

Jeffrey Parker, vice president of technology for Magnolia Hotels, said the next step is determining how to protect the data. There's a trust factor involved in collecting and using the data. Hotels have to balance their ability to provide a customized experience without being too personal or intrusive.

"I don't know where the line is," he said, "and we haven't determined that yet."

The answer may be in looking at how the hotel put that record to use, according to Ziegler.

"It comes back to trust and relevance," Ziegler said. "Is it important to me as a user? How do you take the data to make my stay more interesting and rewarding? That's the trick. There's no textbook to follow today. You can go too far, and Big Brother watching is an issue. But when I'm in the privacy of my room, did I enjoy my experience?"

But even in a world of the most high-tech applications, some brands see technology as an example of amenity creep.

Motel 6 charges for Internet access, which separates it from most budget lodging choices who offer it for free.

"With Motel 6, you have to determine what the guests actually want and need and still be competitive," he said. "We are charging for WiFi without much resistance. We give you a clean, comfortable room and it costs you \$40 a night,

or my competitive set is giving a clean, comfortable room for \$50. You can do the math. Not everyone uses WiFi."

For Internet or any other technology amenity, Butler said hotels should always focus on what is actually impacting customers and avoid the "build it and they will come" approach.

There doesn't yet seem to be consensus on whether guests will pay extra for access to more technology. In a real-time poll of BITAC attendees, 37 percent said guests would pay more only in certain instances. Another 15 percent said guests would absolutely pay, while about the same number said guests would never pay more.

"If you are getting more," Sato said, "I believe the guests will agree to pay more."

Parker said any technology -- whether it's back-of-house or guest-facing -- has to impact the guest by either making them return to the hotel, or getting them to spend more money during their stay. If it doesn't do either of those things, he said, the hotel should not have the technology.

But charging for technology often depends on what the competition is doing, Parker said. If a competitor offers something for free and his hotel loses a client, his sales team will want to offer it free to regain a competitive edge.

"People are shopping price more than anything right now," he said.

<http://tinyurl.com/iahi1100701>



## Hotels Gear Up for Tech-Savvy Guests

By: Rik Fairlie 05.17.2010

Despite the lingering economic turndown, hotels are investing in technology to ensure that tech-loving travelers are as content in the hotel room as they are in their fully-equipped homes.

Or perhaps a bit happier, given that hoteliers are offering access to new devices like the iPad, IP TV, and a slew of smartphone apps that enable guests to check in and order room service from their phone.

For some hotel chains, though, the fundamentals come first. For instance, most guests assume that wireless Internet access is a basic service, yet robust, reliable connectivity remains a serious challenge in the hospitality industry.

"One of the things we are refocusing on is reliable, quality high-speed connectivity," said Bryson Koehler, senior vice president of revenue and guest technology for the InterContinental Hotels Group, which includes Holiday Inn and Crowne Plaza, among other brands. "We need the right infrastructure to support guest demands for bandwidth-intensive activities like videoconferencing, watching online video, and Skype calls."

To achieve that goal, Intercontinental is installing 45Mbps DS3 lines in some hotels and combining (or "bonding") two cable modems to boost bandwidth in others, he said.

### More Than Just Wi-Fi Access

Marriott is taking a holistic approach to better networks with an initiative called ClearSkyNet. The tactic comprises a consolidated information network that will deliver faster Internet access and enable new technologies like in-room IP TV. The Seattle Pioneer Square Courtyard by Marriott will be the first property outfitted with the new infrastructure when it opens in mid June; Marriott says that eight others will soon follow.

"We are looking at our networks very differently than in the past," said Page Petry, Marriott's senior vice president of information resources. "Rather than having multiple networks that support all technologies, [the Seattle] hotel has a converged network that supports all components: TV, back-of-the-house systems, guest high-speed Internet access."

The ClearSkyNet infrastructure will enable hotels to adjust bandwidth to meet shifting needs. For instance, if participants in a technology conference in the meeting areas consume an inordinate amount of bandwidth, the hotel will be able to increase capacity to the meeting while ensuring that other systems, like IP TV, maintain have adequate bandwidth. Most hotels, Petry said, will employ a DS3 45Mbps external connection to the Net.

Marriott's IP TV service will launch in mid-June at the Seattle Courtyard by Marriott with 65 channels, 50 of

which will be in high definition, Petry said. The service will offer a scrollable electronic guide, much like in-home cable services. That means no more aimless shuffling through channels to find the station you want.

### Access Your Home DVR on the Road

InterContinental Hotels is taking TV in a different, albeit familiar, direction. Koehler said that his group is gearing up to test in-room network-based DVRs that can access content stored on the guest's home DVR.

"We are in talks with Verizon and AT&T to extend the DVR," he said. "The downside is that the companies have somewhat restricted markets, but they are both available in most large cities and that's where we're headed. We'll have a pilot in an Atlanta hotel this year."

Some hotel companies are extending new technology to the guestroom door. InterContinental, for instance, is conducting a trial with a company called OpenWays that will enable guests to unlock their doors with their smartphones. Aloft Hotels, a brand of Starwood Hotels and Resorts, is rolling out a Smart Check In feature that enables guests to bypass check in and open the guestroom door with a personal RFID keycard.

New technologies aren't limited to rooms, however. Many hotels realize that they can make a bigger splash with innovations in lobbies and other public areas.

InterContinental Hotels has installed Microsoft Surface tabletop computers in concierge lounges of three InterContinental brand hotels. "It's a richer, more interactive experience," Koehler said. "A lot of people have seen Surface in movies and TV shows, but they haven't seen it in real life. It's a cool factor."

Marriott has hung 57-inch interactive touchscreen TVs in about 150 properties (and will achieve 300 installations by year's end) that provide a portal for information like attractions, airport information, weather, and maps. The devices, known as GoBoards, also enable guests to print info and take it with them.

More public guest technology also makes sense for Holiday Inns because "our average customer is social and doesn't want to stay in the room," said Koehler. The company is experimenting with interactive touchscreens that will serve as an information portal as well as public telepresence, he said.

Sheraton Hotels & Resorts, on the other hand, is going with tried-and-true technologies for its lobbies. The company has installed a lobby lounge it calls Link@Sheraton in more than 360 hotels. The Link@Sheraton provides free Wi-Fi for those who bring their own portable devices, as well as Internet-connected desktops and printers for guests to e-mail, browse the Web, and print boarding passes.

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### The iPad Fad Hits Hotels

Some hotels are going straight for the buzz. And nothing is buzzier than the iPad. At least a dozen properties in the United States have equipped concierges with iPads to help guests plan sightseeing, dining, and driving routes.

Some, like the Hilton San Diego Bayfront, have placed an iPad in the cocktail lounge for Web browsing (you can also order a drink or summon a waiter). Others offer more hands-on time with this year's "It" device: The Westin New York at Times Square, for instance, has an iPad in its Atrium Club Lounge for guests.

iPhone apps may not be new but they remain a sensation. Hotels have developed apps that enable guests to reserve rooms, check in, and even order room service. Most hotels have targeted iPhone users, although they are starting to add apps for BlackBerrys and, to a lesser degree, Android phones.

Hilton Hotels was first to launch an iPhone app and today has apps for all its brands, said Chuck Sullivan, senior vice president, global online services, for Hilton Hotels.

The hotelier is seeing user growth of 200 percent each month (compared with the year before), Sullivan said. "The iPhone, the growth of 3G networks, and the launch of other phones like the Droid has caused a fundamental shift in the way information is consumed in our space," he said.

Hilton's apps are unique in that they enable users to reserve rooms across all its brands; it also lets users manage their HHonors frequent-guest account from a smartphone. What's more, Gold and Diamond HHonors members can check in using the app, although they still have to stop at the desk to pick up a room key. One Hilton brand, Homewood Suites, enables guests to select their room from the app.

Perhaps the most satisfying option is the ability to order room service. "If you are coming in from the airport late at night and want to have a burger ready upon arrival, you can order it from the app in the taxi," Sullivan said. "You also can order a down pillow, as well as check out of the hotel at the end of your stay."

InterContinental also has seen great gains from its smartphone apps. "We have hit \$1 million a month in bookings," Koehler said. "We have had a 600 percent increase in booking since the beginning of the year. It's growing fast, and the curve is straight up."

### Location, Location, Location

Some individual hotels are embracing this year's breakout tech trend: location-based services like Foursquare. For instance, the Las Vegas Hilton targets hungry Foursquare users with a two-for-one buffet, while the Doubletree Hotel San Jose offers half price off on second drinks. Hotel Murano in Tacoma promises a free cup of coffee in the morning and a \$20 gift card that can be used toward a

future stay.

In a way, new hotel technologies are all about location—hotel companies say they are adding initiatives that enable guests to work and play as they do at home. "We are investing in these technologies even in the economic downturn, because we realize that this is how people live today," InterContinental's Koehler said.

And in some cases, the hotels aim to provide a glimpse of innovations as yet unseen. "Back in the day, you would go to a hotel to experience new things like color TV or air conditioning," said Koehler. "A lot of people saw their first color TV at a Holiday Inn."

Today's traveler might experience IP TV or an iPad for the first time. Tomorrow's guests might seamlessly access their home iTunes library from the room's theater system. Stay tuned.

<http://tinyurl.com/iahi1100702>



### Win Biz Traveler Loyalty by Satisfying Their Top Technology Demands

Robert Webb, Chief Information Officer, Hilton Worldwide— Posted On: 5/25/2010

The rise of fast, convenient technology has changed the way businesses function. And subsequently, it has changed how the travel industry operates to accommodate business travelers.

Along with increased high speed technology comes increased frustration when business travelers don't immediately get what they want. No longer are the days when travelers park themselves in the hotel business center to work on desktop computers with dial-up Internet - they now demand fast technology that allows them to work in the comfort of their own rooms, in the lobbies via wireless Internet access or on-the-go on their smartphones.

At just the click of a button, business travelers can get virtually anything they want. In order to stay competitive, hoteliers need to keep up with certain technology trends. There are three offerings in particular that many business travelers cannot live without: in-room high-speed internet, fast printing and mobile applications.

#### 1. In-room high-speed Internet

When making hotel reservations, in-room high speed Internet access (HSIA) is a critical factor in business travelers' final booking decisions. There are few things more frustrating to business travelers than slow Internet connections because, without high-speed Internet, they can't get their work done in a timely fashion.

In early 2007, the Hilton HHonors guest-loyalty program began offering gold and diamond members free Internet access as one of its hotel perks. Since then, we have found that free Internet is one of the most favored on-property benefits -- coming in only behind frequent upgrades and complimentary breakfast. In addition, our Hilton Garden Inn, Hampton Hotels and Homewood Suites brands offer free Internet access as a brand standard at more than 2,500 hotels worldwide.

#### 2. Fast printing

While traveling for business, guests often need to print e-mails, spreadsheets and other important documents quickly. They rarely have time to wait for a computer to open up in the business center to use a printer, so the more streamlined and convenient the printing system, the better.

To meet the printing demands of on-the-go business travelers, Hilton Worldwide and HP recently launched ePrint, which allows guests to print wirelessly from their BlackBerry smartphones to any printer in the PrinterOn network of public printers, called PrintSpots. Thirty percent of the PrintSpots are located at hotels within Hilton Worldwide's portfolio.

Using HP ePrint, guests can quickly print out their spreadsheets, flight itineraries and other documents from

their BlackBerry smartphones, and by the time they get downstairs, their copies will be ready for them to pick up. More than 1,300 hotels in the Hilton Worldwide portfolio of brands have PrintSpots on the PrinterOn network including Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Hilton Hotels, Doubletree, Embassy Suites Hotels, Hilton Garden Inn, Hampton Hotels and Homewood Suites by Hilton.

#### 3. Mobile apps

Smartphones have revolutionized travel. Using mobile applications, travelers can do everything from booking their travel to hiring a chauffeur to finding where the nearest ATM is located. According to a recent article in *The New York Times*, the smartphone is "a nearly perfect traveling companion, as it is full of useful travel information, it never complains and it fits right in your pocket."

Continuing to stay on top of the growing consumer demand, Hilton Worldwide recently unveiled a new series of comprehensive iPhone and iPod Touch applications across its Conrad, Hilton, Doubletree, Embassy Suites, Hilton Garden Inn, Homewood Suites and Hampton hotel brands. Though the main functionality is similar for all brands, the applications are built to allow for some differences that highlight the unique characteristics of each brand.

The Hilton, Doubletree and Embassy Suites brand applications feature the first-ever "Request Upon Arrival" service that enables a business traveler to place a room service order on a mobile phone and arrive at the hotel with dinner waiting in the guestroom. Other special features of the mobile applications include a complete hotel search tool, room booking capabilities and mobile check-in. Hilton HHonors members are also equipped to check their points balance and redeem points for stays.

Bottom line, innovative technology exists today that can better meet the needs of business travelers and improve their overall hotel experience. Hoteliers, like Hilton Worldwide, have multiple opportunities to creatively use this technology to differentiate their brands in the marketplace and give business travelers what they want -- faster, more convenient service.



<http://tinyurl.com/iahi11007021>

## At Hotels, Making Wi-Fi as Standard as Bed

By JOE SHARKEY Published: May 5, 2010

FOR Yael Smadja and business travelers like her, a Wi-Fi connection in a hotel is nonnegotiable.

### Back on the Road, On a Shoestring

Businesses keep track of every penny and airlines find cash in new places. This and other stories on business travel in a special section.

“Reliable Wi-Fi service is absolutely critical for me. I have come to expect it as naturally as a telephone in the room,” said Ms. Smadja, the president of Smadja & Associates USA, part of a Geneva-based family firm that manages worldwide economic seminars.

The demand for Wi-Fi was never more insistent than last month, when volcanic ash caused a six-day shutdown of air service in Europe and affected millions of business travelers around the world. Many of them, like Ms. Smadja, who was in Asia trying to get to Switzerland, used their hotel rooms as a base while they scrambled online to make alternate travel arrangements.

The days when business travelers routinely fretted about the availability of Internet connections in hotels are gone, or rapidly fading. Even business travelers who are bereft of Internet access know that Wi-Fi hot spots can be easily found on sites like the WiFi Alliance’s hot spot finder ([wi-fi.jiwire.com](http://wi-fi.jiwire.com)), which lists tens of thousands of free and pay access locations around the world.

If a hotel connection is unsatisfactory or unavailable, and finding a nearby hot spot isn’t feasible, there are other options. Business travelers going by car — as many do on shorter trips — can usually find high-speed connections for around \$10 at Interstate truck stops, which often provide desktop work spaces as well.

Also, growing numbers of travelers carry smartphones that can use either Wi-Fi or cellular connections to reach the Internet. Others carry an AirCard, a small modem that can link laptops to the Internet using cellular networks and fills in when standard Wi-Fi isn’t available. (Many cellular providers charge \$40 to \$60 for AirCard service plans.)

Still, in recent years, most hotels have heeded the message that business travelers require Wi-Fi access — no excuses accepted. While many convention and luxury hotels still impose a daily charge for access, most midlevel hotels and even many budget-price hotels now provide it free. And corporate travel managers are pushing hard for all hotels to provide free access, pointing out that customers, especially younger ones, live in a world where free Wi-Fi is expected.

Moreover, despite the mild travel recovery under way, hotels no longer have the degree of pricing power that they had in years immediately preceding the recession.

Corporate travel managers are in a strong bargaining position, even with big four-star-level convention hotels that have always charged for Wi-Fi access.

“When the recession occurred, it appeared that convention hotels were still dug in, seeing Wi-Fi charges as a continuing source of revenue,” said Carl Schneider, the founder of GuestRights, an online membership program providing customer-service feedback for hotel managers. “They seemed to feel they had a captive audience, that business travelers definitely needed the Wi-Fi and would pay for it in addition to the room rate for corporate meetings and conventions.”

That’s changing. In an online survey in late April by the Association of Corporate Travel Executives, 80 percent of travel managers said that Wi-Fi availability was a “deal-maker/breaker” in deciding which hotels to select.

Long gone are the days when a business hotel could shrug off a shaky, or even nonexistent, connection. “Providing Wi-Fi isn’t an option, it’s a requirement,” said Richard Crum, the president of the Association of Corporate Travel Executives. Mr. Crum predicted that as the current travel recovery gained traction, convention and luxury hotels would bow to pressure and start dropping the fees.

It isn’t just the extra \$10 or \$12 a day, he said. It’s also a cultural shift in expectations. “I mean, you can walk into McDonald’s and get it free,” he said. “It’s also the hassle factor associated with paying per day, with having to get on your mobile device and put in your room number and code. You just want Wi-Fi that works and is ready to go.”

Marriott International, whose 3,400 worldwide properties include the midlevel Courtyard and the luxury Ritz-Carlton brands, has a major corporate initiative under way to re-evaluate Wi-Fi supply and demand, by way of anticipating future

requirements from an ever-expanding array of devices, whether laptops, Wi-Fi smartphones, Kindles or big Wi-Fi video systems for meetings.

Bandwidth is the mantra. “You can’t ignore your bandwidth anymore,” said Page Petry, a



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senior vice president for Marriott's information technology. Hotel owners "can't just say, 'Oh, we upgraded our bandwidth yesterday and now we don't have to worry about it.' You always have to be proactively planning so you don't get yourself in a situation again where you have a lot of congestion and you're trying to play catch-up."

Traditionally, she said, a hotel "built out a network whenever they had a different type of device that needed to be accommodated, whether it was a telephone, a TV or a PC." The result was a "multitude of networks" at work in most hotels. Marriott is working to converge those into a unified network in which demand can be managed hour by hour, especially as people tend to remain online for longer periods, gobbling up bandwidth.

The proliferation of personal devices like smartphones that can use both Wi-Fi and cellular connections probably won't reduce bandwidth demand. In hotels, those users often opt for Wi-Fi. "Many of these mobile devices work more effectively and burn less battery life on Wi-Fi, where they're usually able to access sites that are higher in graphic intensity," Mr. Crum said.

In making arrangements for an annual conference this

month in Chicago, planners required that the hotel guaranteed free Wi-Fi access throughout the building, not in just rooms and public spaces, but in meeting spaces too. They also worked with cellular providers to improve signals in meeting areas, where cellular coverage was typically weaker.

"You know how they ask you to turn off mobile devices in most meetings? Well, not here," Mr. Crum said. "I want people posting to Twitter And Facebook, communicating, using social networks, setting up meetings. I want full connectivity."

<http://tinyurl.com/iahi1100703>



## More Bandwidth Still in High Demand

April 29, 2010

By Jason Q. Freed—Hotel and Motel Management

Not too much in the hospitality industry is considered "recession proof," but customers' demands will never weaken, no matter how bad the economy gets.

In fact, the demand for a solid, secure Internet connection throughout the hotel continues on a steep incline.

Guests' video streaming and downloading have hotels scrambling to offer an adequate amount of bandwidth.

"Broadband has gone from nice to have to a critical amenity," said J.P. Hebert, VP of business development for Elfiq. "Considering your business traveler, Internet access is equally as important as hot water and bed sheets."

In fact, InterContinental Hotels Group has gone as far as creating new specifications for its properties, demanding they boost bandwidth coming into the building.

"IHG requires a T1 line and an additional 6 megs of service, which is a big step forward," said Matt Koch, VP of hospitality operations for EthoStream. "It's the first time a brand has required two separate connections so if one

goes down you're not left without Internet."

As critical as a solid Internet connection is to your guest in the room, it also can make or break group business at your hotel.

"If you have meeting space, you need to be able to deliver bandwidth, otherwise you won't get the contracts," Hebert said.

Also, with the increased popularity of smartphones, a wireless connection is even more important. Many popular phones will use a WiFi network faster than on the traditional cellular network.

"A fair amount of hotel venues do not have good wireless coverage," said Jon Davis, VP of business development for ExteNet systems.

ExteNet recently employed a distributed antenna systems network in Chicago's Trump Tower, placing small probes throughout the building's HVAC ducts to create an efficient network and boost signal strength.

### Balancing adds bandwidth for lower cost

A less expensive way to increase bandwidth at a hotel

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without tearing apart walls or installing new wire is gaining popularity.

Load balancing allows hoteliers to route multiple incoming sources of bandwidth together and distribute it throughout the hotel as one source. Often, hotels choose to monitor and manage the bandwidth traffic distribution, capping certain sources and withholding megs for critical users.

“For \$100 a month you can bring in 25 megas through cable; for another \$100 a month you could bring in another cable with 25 megas; and for \$40 a month you can add a business-class DSL line,” said Travis Durick, network engineer at Peplink. “In total you’ve got more than 50 megas of bandwidth.”

“You can bring a load balancer in, combine that with low-cost carriers, and without breaking the bank you can be delivering 100 megabytes per second,” said J.P. Hebert, VP of business development for Elfiq. “For a few hundred bucks a month—combine a couple T1 lines and a cable modem—and your guests are living the life.”

Hebert said he can tell immediately—as soon as he signs

on to the Internet—whether a hotel has gone through some type of upgrade to its high-speed Internet offering.

A load balancer allows all the multiple sources to be converged and distributed to back-of-house servers, meeting space and guestrooms.

Advanced load balancers allow bandwidth to be capped, preventing a single guest from monopolizing all of a hotel's bandwidth, slowing surfing speeds for others.

“If a guest is bored and wants to go download a movie on BitTorrent, that happens every hour of every day,” Hebert said. “Those guys you want to cap because it’s clearly not critical traffic.”

Monitoring which guest or which area of the hotel doesn't require a full-time staffer. In fact, most load balancers can be pre-programmed and set to determine critical or non-critical usage.

“It’s a pretty automated process,” Durick said. “You don’t have to manage anything. You just set it and forget it.”

<http://tinyurl.com/iahi1100704>

## Wi-Fi, WirelessHD Cozy Up to WiGig Standard

Stephen Lawson , IDG News

May 10, 2010 12:10 am

The Wireless Gigabit Alliance may be on its way to dominating the market for multi-gigabit in-room wireless networks after the powerful Wi-Fi Alliance said it would study the group's specification as part of Wi-Fi certification and a key rival announced it would include WiGig in dual-mode chips.

The WiGig Alliance last month released a specification for wireless networks that use frequencies in the 60GHz band for throughput as high as 7G bps (bits per second). The 60GHz band is just beginning to be used for consumer applications but may be attractive for future uses such as streaming high-definition video because it can offer such high speeds, albeit without the range to cover an average home. Unlicensed frequencies are available in the band in most countries, according to WiGig.

Under an agreement that is being announced Monday, the Wi-Fi Alliance will evaluate WiGig technology for integration into its future 60GHz specification. As part of the same agreement, the WiGig group will gain access to Wi-Fi Alliance specifications so it can further align its own technology to those standards.

Also on Monday, SiBeam, the main proponent of an alternative 60GHz technology called WirelessHD, said

it is now making dual-mode WirelessHD/WiGig silicon. The chips are available now in sample quantities, and SiBeam will have a reference design for customers in June, said SiBeam President and CEO John LeMoncheck. Unlike the developers of WiGig, SiBeam is already shipping chips that are being integrated into consumer electronics products such as TVs. But it is the only significant chip maker behind WirelessHD.

SiBeam isn't giving in to WiGig, LeMoncheck said. Rather, the two technologies have different strengths and SiBeam is offering to provide its customers with both, he said. While WirelessHD was designed for video streaming between two devices, WiGig is oriented more toward data networking and is not as well-suited to video, he said. WirelessHD has theoretical throughput of 28G bps compared with WiGig's 7G bps, so it's better equipped for the higher-definition video standards of the future, according to LeMoncheck.

"They are fundamentally different in terms of the applications they serve and where they play, and we as a chip company are happy to serve both those markets," LeMoncheck said.

Another high-speed wireless technology, WHDI (Wireless Home Digital Interface), is also available on some shipping consumer products but doesn't directly compete because it operates in the 5GHz range.

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The WiGig Alliance was formed about a year ago

by many of the biggest makers of Wi-Fi silicon along with Microsoft, Nokia and major consumer electronics makers. It completed a technology specification in December and last month released it to outside developers, free of royalties.

Wi-Fi chip makers Intel, Broadcom and Atheros have voiced a desire to make WiGig an extension of Wi-Fi, allowing users to take advantage of multi-gigabit speeds while near to a device or access point and falling back to conventional Wi-Fi rates when they move beyond the range of the 60GHz signal. With Wi-Fi already widely adopted around the world, being combined with that standard could give WiGig an easy path into networked products and users' homes.

On Monday, the two groups are announcing a cooperation agreement that seems set to bring the two standards together, though all the Wi-Fi Alliance is committing to so far is studying the WiGig specification for possible use.

"We certainly will evaluate thoroughly their specification and perhaps certify for it," said Wi-Fi Alliance CEO Edgar Figueroa.

The 60GHz task group within the Wi-Fi Alliance may study the WiGig specification for weeks or months before deciding what components, if any, to bring into its own 60GHz standard, said Ali Sadri, chairman and president of the WiGig Alliance. The Wi-Fi Alliance is not an official standards body but effectively has the power of one because its widely recognized brand name is the one most associated with the wildly popular wireless LAN technology. The group has already jumped ahead of the Institute of Electrical and Electronics Engineers (IEEE) to set de facto standards such as Draft 802.11n.

The role of the Wi-Fi Alliance is to make sure products from different vendors work together in all the ways they claim to when a consumer gets them home and tries to make them communicate, Figueroa said. Thus, if WiGig were made part of Wi-Fi and products got a special certification for that capability, consumers would know they could smoothly hand off a session from 60GHz to other Wi-Fi bands, he said.

If WiGig were offered as part of mass-market, relatively low-cost Wi-Fi chips, consumer electronics vendors could include the standard without investing in a separate processor, which is an important consideration in a price-driven market, according to industry analysts.

For its part, WiGig has already written into its specification procedures for handing off sessions to the existing 2.4GHz and 5GHz Wi-Fi frequency bands. But the Wi-Fi Alliance can afford to take its time considering what else it might tap into for the high-frequency standard, said Parks Associates analyst Kurt Scherf.

"Why commit at this point? They've got all the power," Scherf said.

Monday's deal may not be exclusive for either side. Interoperability with Wi-Fi would probably begin with basic functions such as LAN connectivity and Wi-Fi Direct, a peer-to-peer form of data communication, Sadri said. To certify WiGig products for other uses, such as wireless HDMI (High-Definition Multimedia Interface), WiGig may turn to other standards bodies such as HDMI Licensing, he said.

Meanwhile, the tie-up would be unlikely to bear fruit in the form of consumer products until the second half of 2011, in the estimation of Scherf.

But a partnership between WiGig and Wi-Fi could be a turning point in the 60GHz market, analysts said.

"It is potentially a game-changer," said In-Stat analyst Brian O'Rourke. The partnership gives WiGig more credibility and Wi-Fi a path to higher speeds than the 100Mbps to 600Mbps that 802.11n offers, he said.

Given this deal, SiBeam probably will have to find a way to interoperate with Wi-Fi, analysts said. But SiBeam's LeMoncheck thinks there is little need for a handoff capability from WirelessHD to Wi-Fi because WirelessHD is designed primarily for video streaming within a room.

Integration with Wi-Fi probably would be a gradual process, O'Rourke said. For one thing, there are special challenges to adding 60GHz capabilities to a chip. "The higher the frequency, the more difficult the manufacturing issues," he said. "As the frequency goes up, the interference issues are multiplied."

Yet even late next year won't be too late to capitalize on demand that is still nascent, Scherf of Parks Associates said. Users simply don't need 7G bps to link a laptop to a nearby monitor or storage device, he said. The first application that will really demand such a technology probably will be streaming or copying movies from Blu-Ray discs wirelessly rather than over an HDMI cable, he said.

<http://tinyurl.com/iahi1100705>

## HotelChatter Annual WiFi Report 2010

The famed Algonquin Hotel in New York offers free WiFi to guests with an access code, which is typically the name of the housecat, Matilda.

### Best Hotel WiFi 2010



What was absolutely amazeballs in culling this year's list of Best Hotel WiFi is that there are now more options than ever to get free WiFi at hotels. In years past, it was such a novelty that a hotel would have it for free, let alone actually have said WiFi work! But hotels have finally realized that this is something that everyone wants--from the Real Housewife who needs to update her Facebook profile pic to the business traveler filing TPS reports, the celebrity unleashing vitriol on Twitter and the um, blogger needing to file stories for the next day--with photos and video.

With hotels making such a big improvement this year both on reliability and availability of free wireless, it was hard to select just five but we managed.



#### 1. Andaz Hotels:

Andaz is a new-ish boutique brand from Hyatt Hotels, which has had icky WiFi options in the past, like connecting through T-Mobile Hotspots. But Andaz has realized travelers doesn't want to be nickel-and-dimed at every turn so not only is the WiFi free but so are the snacks and non-alcoholic drinks in the mini-bars . Andaz also places a high priority on guest convenience. Thus when you check-in, there's no front desk but rather a hotel staffer waiting with a small laptop to run the check-in process for you. For a long time, we only had Andaz London and West Hollywood to visit but this year, Andaz opened in San Diego and on Wall Street with another NYC location coming in August. So while at the moment the pool of Andaz hotels is small, it will be interesting to see if the brand can keep providing free, reliable wifi as they add hotels, needless to say we have seen other brands fail to do this so we hope Andaz is different.

2.

Standard Hotels: Sexy hotelier Andre Balazs prides himself on setting trends whether it be with hotels, nightclubs, restaurants, fashion or crazy grunge rock stars and he has always had free WiFi at his hotels. While he's made some adjustments in his portfolio (bye-bye QT, bye-bye Raleigh), free, reliable WiFi has been a constant. And we just have to applaud that. Not to mention, The Standard NYC is probably one of the hottest hotels in the world right now and the WiFi there just works -- boot up and get on. So for the boutique hotels who worry about downgrading their brand, or increasing their overhead by offering it for free, think again.

3.

Peninsula Hotels: In the hotel world, the saying goes, "The nicer the hotel, the more they charge for internet" but the Peninsula is the blissful exception to this axiom. Rooms at these hotels cost a pretty penny but your internet connection don't cost a thang. Say what, Four Seasons? The only downer is that there are just three Peninsulas in the U.S. (New York, Chicago and Beverly Hills.) But you won't have to deal with crazy international WiFi pricing should you stay at the Peninsula Tokyo--it's also included in the room rate! Bravo to the Peninsula for showing luxury hotels you don't have to gouge your guests for wifi access.

4.

Holiday Inn Hotels: So the previous three call-outs for free WiFi offer an experience to go along with your internet habits from the rooftop nightclub peppered with celebrities to the wine-tasting in the hotel lobby to the personalized pillow cases on your bed. But let's be real, everyone needs a tried and true every-other-exit-off-the-highway option. No matter how deep into the fly-over zone you go, there will be a Holiday Inn to shelter you. Once in the lobby of an HI, the hotel will allow reconnect with your internet friends for free, quickly and easily. Even better news? Holiday Inn has been refreshing their look throughout their collection so a night with free WiFi in a budget hotel no longer necessarily means a night sleeping in a room straight out of the 80s.

(Continued from page 10)

5. The Little Guys: While the bigger hotels brands are doing more and more to get their hotel guests free WiFi (and for which we have to recognize this step in the right direction), they still can't guarantee consistency of wifi at \*all\* their hotels. Most of the big brand hotels are actually franchised out to real estate developers and owners who are only concerned with the bottom line. These are the folks setting the prices for WiFi and you can never be sure how much it will cost. One hotel could charge you \$12.99 but when you visit that brand in another city, the price could jump to \$15.99.

But if you patronize a smaller hotel collection your chances of WiFi consistency increase. In addition to Andre Balazs' hotels, we're partial to Ace Hotels (New York, Seattle, Portland, Palm Springs), Gansevoort Hotels (New York, Turks and Caicos), AKA Hotels (New York and Philadelphia), Desires Hotels (New York, Miami, San Juan, St. Louis and Milwaukee) Luxe Hotels (Beverly Hills and Los Angeles), Personality Hotels (San Francisco) and BD Hotels in New York run by Sean MacPherson which include The Bowery, The Maritime, The Jane and The Greenwich Hotel. We know it might be hard to pass up an opportunity to earn rewards points at a branded hotel but you may just discover something new at one of these properties.

#### Always Free, All The Time

- Hotel Indigo Hotels
- Courtyard by Marriott Hotels
- Residence Inn Hotels
- Best Western Hotels
- Four Points by Sheraton
- Hyatt Place Hotels
- Element Hotels
- Aloft Hotels
- Red Roof Inns
- Hampton Inn Hotels

#### Always Free, For Members

- Kimpton Hotels: Simply become a member of their Kimpton InTouch loyalty program and you're on your way to free internet.
- JDV Hotels: The majority of Joie de Vivre's properties offer free WiFi in the public areas and guestrooms. But for the few holdouts that still charge, all members of the Joy of Life Club (JDV's loyalty program) get complimentary internet access, regardless of status level.
- Omni Hotels: Most Omni properties charge a fee for WiFi access; however, signing up for the Omni Select Guest loyalty program — which is free to do

— earns you complimentary WiFi at all levels.

- Hyatt Hotels: Hyatt offers free WiFi for guests of certain loyalty program status (Diamond and Platinum) at all Hyatt-owned hotels, from Park Hyatts to the Hyatt Flagship properties. WiFi is also free for all guests at Hyatt's Hyatt Place hotels as well as Amerisuites, Hawthorn Suites and Springfield Suites.
- Fairmont Hotels: There is a fee for internet in guestrooms, but if you are a member of the Fairmont Presidents Circle (membership is free) you can get complimentary internet access during your stay.
- Loews Hotels: Most Loews hotels have it free in their lobbies but it becomes free in-room for members of their YouFirst loyalty program who reach the Blue level which is two to four stays a year.
- Mostly Free, Depending on the Brand
- Choice Hotels: The biggest brands under the Choice umbrella are Comfort Inn and Comfort Inn Suites. The other brands are free as well except Clarion, Rodeway Inn and the Ascend Collection. (The GEM hotels in New York, however, are free even though they are Ascend hotels.)
- Intercontinental Hotels: All brands, including Holiday Inn (domestic) except for Intercontinental Hotels and some Crowne Plazas.
- Wyndham Hotels: It's free in the Wyndham Garden Inn brands but some other hotels flagged with the Wyndham name may still charge.

And now you may be wondering, "Where is Starwood? What about Marriott? And can you write something about Hilton?" Never fear, we've got them covered...right here.

<http://tinyurl.com/iahi1100706>



## Is 3-D TV For Real?

With an expensive new TV set and a \$150 pair of funny glasses, you can watch 3-D movies and some sports from your sofa. Next up: nature shows, reality TV, and even game shows. Why the evening news likely will stay in two dimensions.

By AMY\_CHOZICK

The venerable game show "Wheel of Fortune," a ratings smash in syndication since 1983, isn't exactly "Avatar" when it comes to visual complexity. Vanna White points to letters. Contestants buy vowels.

Nevertheless, show producer Harry Friedman says he wants to do it in 3-D.

At a recent run-through, host Pat Sajak protruded from the screen like a friendly gargoyle. A camera that whizzed past the "grand prize getaway" to San Francisco made the wooden Victorian townhouses look like pieces of a pop-up book. "Down the road we'll shoot all of our on-location footage of prize packages in 3-D," said Mr. Friedman.

Taking a cue from movie studios that have goosed their box-office take with 3-D films like "Toy Story 3" and "Alice in Wonderland," the television industry is betting TV viewers will splurge to watch more-lifelike versions of their favorite athletes, wild animals and, potentially, sitcom characters.

This month, ESPN launched a 3-D channel designed to broadcast sporting events including 25 World Cup soccer matches. ESPN will offer close to 100 sporting events in the coming year. Turner Sports and Nascar will make the Coke Zero 400 available in 3-D on July 3. Fox Sports and DirecTV will provide the Major League Baseball All-Star game next month.

"We may be seeing BYOG [bring your own glasses] at the bottom of Super Bowl party invites," said Chuck Pagano, ESPN's executive vice president of technology.

This month, DirecTV and Panasonic will launch several joint 3-D channels devoted to movies, concerts and sports. Next year, Discovery, Sony and Imax will introduce a 24-hour 3-D venture focused on movies, nature programs, and other shows. The network may also air

popular documentary series like "Man vs. Wild" or "The Haunted," about paranormal activity, and will have access to Imax movies like "Hubble."

All of this could usher in something as transformative as the VCR—or a technological footnote like the eight-track tape.

TV doesn't have the captive audience of a two-hour movie, or its dependence on slam-bang visual techniques. Viewers often watch a favorite show as they open the mail, balance a checkbook or eat dinner. Wearing bulky, \$150 3-D glasses and sitting in the "sweet spot" on the sofa directly in front of the center of the screen could hinder the casual home-viewing experience.

The current menu of offerings is far more plentiful than what was available in high-definition in the early days of HDTV, partly because TV manufacturers have focused on teaming up with networks and cable providers to invest in 3-D channels.

"We learned from the launch of HDTV when there wasn't enough to watch," says Peter Fannon, vice president of technology and government affairs at Panasonic. "We think that 3-D could catch on a lot faster."

The first key to success is if the hardware gets cheap enough. The special sets look like sleek, top-of-the-line flat-screens and work with active-shutter glasses that interpret an infrared signal that rapidly opens and closes each lens, creating a three-dimensional effect, a big stretch from the cardboard frames with red-and-blue lenses. The sets also display traditional, high-definition images.

At about \$2,000, they are so far too expensive for anyone but the early adopters who buy every new gizmo. This month, Best Buy Co. will expand its 3-D offerings with displays and sets available in every store nationwide, compared with just a scattering of stores in major markets. The company sold out of its first shipment of 11,000 Panasonic 3-D TVs the first month it started carrying them.

Sony has dispatched its high-profile pitchmen Peyton Manning and Justin Timberlake to hawk its new sets.

*(Continued on page 13)*



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Samsung's 3-D LED commercial in which players take a soccer ball out of a mural and eventually kick it into a TV set have been ubiquitous during the World Cup.

Less than 2% of the 114 million households in the U.S. will have a 3-D TV in 2010; the number is expected to more than double next year, according to the Consumer Electronics Association. Of the estimated 38 million new TV sets U.S. consumers will buy in 2010, 1.05 million of those will be 3-D. By 2017, 27 million sets a year are expected to sell, according to market researcher iSuppli Corp.

They won't sell, though, if producers don't create TV shows that show off the technology, the way that science-fiction and animation do with 3-D movies, and other genres thus far do not.

"3-D doesn't add much to the evening news or two people sipping wine in a French film," says Richard Gelfond, chief executive at Imax.

So far, some companies feel they have more to gain than others. Sports and nature-show purveyors are exploring the technology, along with cable operators who see the potential for added fees from subscribers, including pay-per-view movies and special events.

Traditional broadcast networks, makers of sitcoms, police dramas and reality shows, are more reticent. Shooting in 3-D would roughly double production costs at a time when networks face a downturn in advertising revenue. Plus, many shows recently invested millions to convert to HD.

"I'm not sure [3-D] is going to be economically viable for the near future," CBS Corp. Chief Executive Leslie Moonves recently said at an industry conference.

"Just because we can do it doesn't mean the audience wants it," says Alan Wurtzel, president of research at NBC Universal. He compares 3-D to previous technological flops like TV sets in cars and built into stoves so cooking housewives can watch while cooking.

Right now, viewers who have the sets have just a modest number of options. Sports are expected to be a big driver,

but exactly which sports will work is still up in the air. The Masters golf tournament in April aired in 3-D, and the lush, colorful setting and stately pace worked well. Greens that look flat on regular TV suddenly displayed their steep undulations. Cable provider Comcast Corp. distributed the broadcast, which was also made available to Time Warner, Cox and Cablevision subscribers.

Producers are learning that some sports work better than others. Close-ups work better than long shots. Sports stadiums weren't built with 3-D in mind, so ESPN producers may have to buy seats and potentially create obstructed views for fans to get ground-level shots during football and baseball games. The standard overhead view of a football field could distort, just like a long shot on the Africa savannah. "You just have to unlearn the past 50 years of TV," said ESPN's Mr. Pagano.

Nature shows, similarly, lend themselves to certain

conditions. Underwater sequences work well because movement is fairly slow and close-ups abound. Cheetahs chasing gazelles across the Serengeti can be more problematic: shots from a long lens tend to flatten out, and high speeds can get blurry. Tracking shy animals with a bulky 3-D camera isn't ideal.

Discovery says it's not ready to go 3-D with its popular show "Deadliest Catch," about extreme fishermen. Fast movements can be dizzying in 3-D and turbulent

waters cause the crew to lose around a dozen cameras each season. That's a non-starter with expensive 3-D equipment.

As with videotape, the pornography industry is diving right in: movies in production include an adult-entertainment "Avatar" parody produced by Hustler, says Mark Kernes, a senior editor at the trade publication Adult Video News.

Discovery programmers are testing popular series like TLC's "Cake Boss," a reality show about a jovial New Jersey baker and Animal Planet's "River Monsters" in 3-D. No final decisions have been made.

Producers are mindful that if consumers' first taste of 3-D seems cheesy, especially after buying a pricey 3-D set, the technology could turn off audiences.

"It's not going to be the 1950s with a hand coming out of your TV," says Tom Cosgrove, the recently named chief

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executive of the Discovery-Sony-Imax venture. "We want to do it when it makes the show richer and gets the viewer closer to the experience."

Last year, when NBC wanted to give its prime-time action comedy "Chuck" a ratings boost the night after its Super Bowl broadcast, it aired an episode in 3-D, piggybacking on the 125 million 3-D glasses that had already been given out for free as part of a promotion for the animated movie "Monsters vs. Aliens." The experiment got the show's highest rating of the season, especially with young people.

It's too early to say if the living room is an accommodating 3-D zone. In addition to the potential annoyance of wearing glasses at home, they cost about \$150 a pair and only work on a single brand of TV, much as different controllers only work with a single video game platform. Manufacturers say their consumer research shows viewers don't mind wearing the glasses. The companies believe that as 3-D TV becomes mainstream, not only will glasses work with every brand, but opticians will offer prescription models and fashion designers will create high-end, branded eyewear. Chanel 3-D glasses, Panasonic's Mr. Fannon says, "would make great stocking stuffers."

What about news broadcasts? A hairdo behind an anchor desk in 3-D might not sound too thrilling, but Buzz Hays, chief instructor at Sony's 3-D Technology Center, says everything can eventually work in 3-D; producers and consumers just have to adapt.

"Yes, there's something bizarre about having a giant talking head in your house," he says. "But putting the viewer in the situation of being there, in news coverage of war zones, for instance—that's really powerful stuff."

Stereoscopic 3-D dates back to 1838 and creates the illusion of depth by presenting two slightly different images to each eye. 3-D TVs involve sending separate left and right eye images to the screen every 1/120th of a second, twice as fast as a regular HDTV.

Networks and consumer electronics manufacturers must make sure current shows don't lead to eye strain, headaches or dizziness, since shoddy productions could hurt sales. Sony recently opened a Hollywood training facility to teach crews to properly shoot with 3-D cameras. Panasonic will hold nationwide training seminars with cameramen later this year. "It's very easy to get it wrong and have an audience that will suffer," says Simon Robinson, chief scientist at The Foundry, a London-based technology firm that produced 3-D software used in "Avatar."

Doug Burton, 37, a technology manager at an insurance company in Chicago, was in the market for a new TV for his family room. He had no intention of buying a 3-D model until he went to his local Best Buy and watched a soccer demo.

"All I could think about was Sunday afternoons," says Mr. Burton, a Minnesota Vikings fan. He ended up spending just over \$2,100 for a package that included a 46-inch 3-D TV, two pairs of 3-D glasses and the requisite 3-D Blu-ray player.

<http://tinyurl.com/iahi1100707>



## Sony Shows Off PlayStation 3D and Its Motion Controller

By Daniel Emery

Technology reporter, BBC News, Los Angeles

Testing the new motion controller for the PlayStation 3

Sony has lifted the lid on the games it hopes to release over the next 12 months, with 3D a key aspect of the new range.

At a press briefing at the E3 games expo, Sony outlined its plans for PlayStation 3 and its PSP handheld.

Sony said a recent software update had made all 35 million PlayStations sold 3D-ready.

The firm also announced details for its new motion controller, PlayStation Move.

3D titles

The centrepiece of the launch was a demo from the upcoming Killzone 3, which Sony described as a "technological showpiece". The fast-paced 3D action shooter was displayed on a giant screen.

Kazuo Hirai, Sony Computer Entertainments chairman, said the combination of 3D gaming and its new motion controller would result in "the closest thing you will ever experience to being in the game yourself."

Attendees at the Sony media briefing had to wear 3D glasses.



"What Avatar did for 3D movies, titles like Killzone 3 will do for games," he said.

3D has been one of E3's most talked-about technologies. While Sony's games require users to wear 3D glasses, Nintendo has announced that it revamped 3D DS handheld will not.

Sony also announced a slew of forthcoming 3D titles for the PlayStation 3, including Grand Turismo 5, Crisis 2, and Ghost Recon, in addition to re-mastering of some old classics, such as Wipeout 3D.

Harsh critic

The other big announcement was about Sony's new motion controller, PlayStation Move, which is to be released in

Europe on 15 September for 40 Euros (£33).

16 dedicated titles will also go on sale the day of launch, with another 40 slated to go into retail in the months leading up to Christmas.

Sony announced more details about its motion controller

But the real surprise of the event was at the end, when Valve announced that it was to release Portal 2 for the PlayStation 3.



To gasps from the audience, Valve's co-founder, Gabe Newell, walked onto the stage and said that Sony had "proved that the PlayStation 3 is the most open platform of all the current generation consoles and has worked extremely hard to make the platform the most desirable for consumers and developers".

Three years ago, Newell was one of Sony's harshest critics. In an interview with Game Informer at the time, he said that the PlayStation 3 was a "total disaster" and predicted Nintendo would win the next-generation console war.

"I was one of the platform's biggest critics," said Mr Newell. "Now, I am delighted to announce Portal 2 for the PlayStation 3 and believe the Steamworks support included will make it the best console version of the game."

Portal 2 - Valve's first person shooter / puzzle adventure - is slated for release in 2011 on PC, Xbox 360, PS3 and Mac.

<http://tinyurl.com/iahi1100708>

## Microsoft Unveils Xbox 'Kinect' Motion Controller

By Daniel Emery 14 June 2010 09:58 UK

Technology reporter, BBC News, Los Angeles

The BBC's Rory Cellan-Jones plays X-Box's Kinect controller

Microsoft has revealed final details of its Xbox 360 hands-free motion control system, which it has rebranded Kinect.

The device, which was originally codenamed Project Natal, was showcased ahead of the opening of the E3 games expo, which starts on 15 June in LA.

Microsoft has said Kinect will hit shelves before the end of the year.

It will face competition from Sony's PlayStation Move controller and Nintendo's upgraded WiiMotion Plus.

Both are expected to feature at the E3 expo, which runs from 15-17 June.

I was not quite convinced that Microsoft's technology would deliver for hard-core gamers

Kinect was shown off at a glitzy event alongside compatible games, which support the new hands-free interface and, in some cases, the facial and voice recognition capabilities.

These ranged from jumping and flying games to a yoga simulator and Star Wars shooter, in which players control

a virtual light sabre and use hand gestures to control action on the screen.

There was also a virtual pet, which can be controlled and played with using Kinect. Microsoft says it will release the full details of its games at another media event on 14 June.

Another Kinect game that was demoed on the night was Dance Central from MTV Games which allows the player to coordinate their dance moves in time to an on-screen prompt.

Stars review new X-Box controller

Although less than two minutes of it was shown, with No Doubt's Hella Good track thumping in the background, it illustrated the various new markets that Microsoft hope its new controller will expand into.

Although an exact release date for Kinect has yet to be announced, some retailers have already published web pages in anticipation.

Game says it will be available on pre-order from 13 June 2010.

<http://tinyurl.com/iahi1100709>



# Apple Overtakes Microsoft in Market Capitalization

May 26, 2010, 7:42 PM EDT

By Connie Guglielmo and Dina Bass

May 26 (Bloomberg) -- Apple Inc., the computer maker turned mobile gadgeteer, overtook Microsoft Corp. to become the most valuable technology company on optimism it can keep adding customers for its iPhone, Macintosh computer and iPad.

By 4 p.m. New York time in Nasdaq Stock Market trading, Apple's market value was at \$222.1 billion, higher than Microsoft's \$219.2 billion. That made Apple the most valuable technology firm in the world. It's also the second-largest U.S. stock by market value, behind oil company Exxon Mobil Corp., valued at \$278.6 billion on the New York Stock Exchange.

In intraday trading, Apple climbed as high as \$252.13 before slipping \$1.11 to \$244.11. Chief Executive Officer Steve Jobs last month said second-quarter profit almost doubled and sales soared 49 percent on demand for the iPhone. The results don't yet include the iPad, which went on sale after the close of the period for the Cupertino, California-based company.

"Apple really checks all the boxes when you look at the tech sector," said Ryan Jacob, a fund manager at Jacob Internet Fund in Los Angeles, which has Apple as its top holding. "Do they have the opportunity to gain share in their markets? What are the prospects for margins? It's hard to find a company that you can have more confidence in than Apple."

The value shift underscores the changing fortunes of two technology industry pioneers. Microsoft, the world's largest software maker, has had mixed success expanding beyond its mainstay Windows operating system business into new markets, including mobile phones, Web search and gaming consoles.

## Apple's Revamp

Apple, on the verge of bankruptcy when Jobs resumed leadership in 1997, has transformed itself from the maker of Macintosh personal computers into a consumer electronics trendsetter with the release of the iPod music player in 2001, the iPhone in 2007 and this year's release of the iPad tablet.

"With their relentless pursuit of technological and design innovations -- driven largely by Steve Jobs -- Apple has become the dominant technology company of this decade," said Michael Obuchowski, chief investment officer for First Empire Asset Management in Hauppauge, New York, which oversees \$3.5 billion including Apple and Microsoft shares.

Redmond, Washington-based Microsoft slipped 4.1 percent to \$25.01 in Nasdaq trading. That marked the seventh straight day of declines, the longest streak of

losses since February 2007.

## 'Weak' Microsoft

The stock was dragged down after Microsoft CEO Steve Ballmer, in remarks to reporters in Singapore, said European financial troubles "will not be isolated to Europe."

"Microsoft has been extremely weak over the last month, underperforming other technology stocks and that's really what's moved Apple into the leading position in terms of market cap," Jacob said.

Apple sold more than 1 million tablets in the U.S. in the first 28 days after its April 3 debut and has said that demand is outpacing supply. The iPad goes on sale outside the U.S., including in the U.K., France, Germany, Canada and Japan, on May 28. Jobs, 55, will give the keynote speech at Apple's Worldwide Developer's Conference, which begins June 7. He is expected to introduce a new iPhone at the event, according to analysts.

Microsoft said last month third-quarter sales rose 6.3 percent to \$14.5 billion, below the most optimistic estimates. While both profit and sales exceeded the average estimate of analysts in a Bloomberg survey, some investors held out for larger gains, said Dave Stepherson, a fund manager at Hardesty Capital Management in Baltimore.

Unearned revenue, a measure of multiyear contracts, also fell short of some estimates, a sign business demand for Microsoft products may not be picking up as quickly as some analysts had predicted.

--With assistance from Rochelle Garner in San Francisco.  
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<http://tinyurl.com/iahi1100710>



# guestLINK™ PowerWave™ Technology Goes Global and Earns Accolades for Product Innovation

May 19, 2010 05:30 PM Eastern Daylight Time

PHOENIX--(BUSINESS WIRE)--guestLINK™ PowerWave™ expands its international market presence to China, India, Asia Pacific and South America, and wins a notable international technology industry award in the process. The multimedia connectivity panel is also available at a number of U.S. hotels, including the Mandarin Oriental at CityCenter Las Vegas and Miami.

“Easy-to-use technology connectivity portals are a must for guests now.”

guestLINK PowerWave’s state-of-the-art technology is the most revolutionary connectivity development for those who are on-the-go with their personal technological devices. Through the guestLINK console, hotel guests may plug in their laptop, DVD or mp3 player, iPod, personal gaming station, camcorder or digital camera, and enjoy personal electronic devices from the convenience of their room.

guestLINK was recognized internationally earlier this year when presented with the “Star Gold Vendor” award at HOSTS, India’s largest hospitality conference. The award recognized guestLINK as a “professional and global communication business, in their attitudes and dealings, offering innovative solutions, world-class brands, information, demos for buyers to see, touch, understand and compare.”

“guestLINK kicked off 2010 with an expanded global outreach, being honored with a HOSTS Star Gold Vendor award in India, and the completion of some high-profile installations in the U.S., including CityCenter in Las Vegas,” said J. Glynn Gross, CEO of Communications Integrators, Inc. “Easy-to-use technology connectivity

portals are a must for guests now.”

“We’re finding more and more of Mandarin Oriental’s guests utilizing guestLINK to view their photos and videos on the HDTV, listening to their iPod through the TV’s sound system, or viewing their laptop on the larger HDTV screen,” said Monika Nerger, Vice President of Technology, the Americas, Mandarin Oriental Hotel Group. “We also provide a ‘Technology Kit,’ which has all the cables our guests may need to connect their devices, to complement the guestLINK connectivity console. Together we consider this a valuable amenity in our guest rooms.”

In fact, research conducted last December shows that 37% of hotel guests who use guestLINK™ will spend more time using their personal electronics during their stay. Hotels that feature guestLINK technology now have an opportunity to generate more revenue from room service and other in-room hotel amenities.

guestLINK has been installed in thousands of guest rooms across the U.S. and internationally, including select InterContinental Hotel locations, the Peace Hotel in Shanghai, the Crown Plaza in Rohini, New Delhi, the Sofitel in Mumbai, the Aloft in Chennai and Bangalore, and the InterContinental in Mayur Vihar, New Delhi.

For more information or to inquire about how to include guestLINK in a hotel remodel or new construction project, visit [www.guestlink-cii.com](http://www.guestlink-cii.com).

<http://tinyurl.com/iahi1100712>



## Google to Introduce TV Software

By JESSICA\_E. VASCELLARO And DON CLARK

Google Inc. is planning to introduce Android-based television software to developers at an event in May, according to people familiar with the matter.

The technology—designed to open set-top boxes, TVs and other devices to more content from the Internet—is attracting interest from partners that include Sony Corp., Intel Corp. and Logitech International SA, which are expected to offer products that support the software, these people said. None have so far discussed the efforts publicly.

Google, of Mountain View, Calif., is currently planning on sharing some details about the technology with more than 3,000 developers expected to attend its Google I/O conference in San Francisco May 19 and 20. One person familiar with the matter cautioned the company could also decide to delay discussing it until the technology is more mature. Google uses the annual conference to showcase a range of technologies of interest to developers.

The decision to address developers suggests that the Internet giant may be hoping to kick-start a race to build applications for its TV platform, much in the same way that Google, Apple Inc. and others have courted developers for smartphones.

The app-store approach has already begun to gain traction among some players in the TV market, too, aided by the advent of TVs, Blu-ray players and other hardware with Internet connections.

But before developers invest in TV apps from Google, they'll want to see significant adoption of the software among hardware makers. Intel, the dominant player in

chips for PCs, has been trying for years to play a bigger role in set-top boxes, with its efforts focusing lately around a chip called Atom that is used in low-end laptop PCs called netbooks.

People familiar with the matter said Sony has agreed to use a version of Atom in forthcoming products that include TVs and a set-top box. One of them said that while many of the company's product roadmaps will include Google software based on Android, Sony is not betting exclusively on the technology.

Bloomberg reported Wednesday that Sony is planning to announce devices using the Google software and Intel chips at the Google conference.

Meanwhile, Google is continuing a very limited test of a television search service with Dish Network Corp, according to people familiar with the matter. The service, which uses the new Google technology, allows users to access and search across programming from the Internet as well as Dish's conventional programming, these people said. The test, which began last year, is still limited to a very small number of the company's employees and their families.

—Yukari Iwatani Kane contributed to this article. Write to Jessica E. Vascellaro at [jessica.vascellaro@wsj.com](mailto:jessica.vascellaro@wsj.com) and Don Clark at [don.clark@wsj.com](mailto:don.clark@wsj.com)

<http://tinyurl.com/iahi1100713>



## One-Third of Internet Users Watching Web TV

by Mark [Walsh](#), Yesterday, 3:14 PM

Web video isn't just for snacking anymore. A third of adult U.S. Internet users will watch full-length television shows online this year on a monthly basis, according to new data from market research firm eMarketer. That proportion is expected to grow to 39% next year as watching TV online increasingly becomes a mainstream activity.

That growth has been steady over the last few years, with a quarter of Internet users watching TV online in 2008 and nearly 30% in 2009. A major factor in expanding the audience for long-form content has obviously been Hulu, the joint venture of NBC Universal, Fox Entertainment and ABC Inc.

Hulu ranked second only to YouTube in overall streams viewed in April, according to comScore, and among the top 10 Web video properties with an audience of 38.7 million monthly unique visitors.

The increase in Internet-enabled TV sets and other viewing devices such as tablet computers should also boost the trend. In-Stat expects U.S. shipments of Web-capable devices that can run TV applications to increase from 14.6 million this year to 83.4 million by 2014.

Among people who already watch video regularly online, fully half are streaming TV shows. That figure will rise to 56% in 2011. Not surprisingly, younger adult viewers have especially warmed to watching TV on the PC. An Andersen

Analytics survey of 1000 college students cited by eMarketer showed that 69% had watched an entire TV episode or movie online within the past week. Overall, 86% of 18- to-24-year-olds are online video watchers.

The growing TV audience online is also leading agencies to push the networks to package digital with traditional TV buys. "Last year, with everything being so slow, people were less inclined to talk about digital as a component, but now it's back," said Chris Allen, director of video innovation for Starcom USA. "It seems to be an advantage to bring digital along with TV as we start to get into pricing discussions."

He added that the underlying idea is to let consumer choose where they access video and then make sure ads are there to support that inventory. "I think clients are getting savvy to that," said Allen. "TV is as alive and well as it's ever been in total time spent, but there are other ways to reach consumers."

Among the trends that that could slow the expansion of online TV is the shift toward subscription-based models by Hulu and other traditional media companies pushing more aggressively into the digital realm. How these opposing factors play out will ultimately determine how fast and how soon the trend takes hold -- but it's unlikely that it will dampen the increased consumer demand for full-length video online," stated the eMarketer report.

<http://tinyurl.com/iahi1100714>

## YouTube Opens Rental Store

The video site has quietly launched a streaming rental service, after some earlier experiments.

Ed Oswald Apr 24, 2010 11:50 am

The streaming rental industry is getting ever more crowded, and now it's going to have to make room for at least one more. YouTube has seemingly launched a streaming rental service, offering movies and television shows for anywhere from 99 cents to \$3.99. Content would be viewable in a 48-hour window following purchase.

While most of the content available appears to be from independent, small studio and Bollywood sources, I spotted several Lionsgate movies in the list. Recent hit *Precious* and *Brothers* are currently being featured, and the service had a few catalog titles, including the *Saw* movies and *3:10 to Yuma*.

Television show content does not appear to come from any major American network. YouTube has not officially announced this service as of yet, and it may just be that the weak offering here could be a result of this merely not being ready for prime time.

YouTube had previously experimented at the beginning of the year with \$5 rentals of Sundance titles. The offering did not do so well, likely making the site much more than \$10,000 or so in rental fees.

As I mentioned earlier, any offering from YouTube runs into the reality of a small yet increasingly crowded market. If the service wants to be successful, it's going to have to ramp up its offerings quickly, as Netflix is currently king in this space. That said, the extreme popularity of YouTube itself works in the service's favor.

We'll have to watch this in the coming months to see the site's next moves, and if it begins to strike hardware deals to bring the service off the computer screen and into the living room. After all, who wants to sit in front of a computer screen for two hours to watch a movie?

<http://tinyurl.com/iahi1100715>



## Facebook: The 'Evil Interface?'

Is your personal information suddenly flapping in the breeze?

By Helen A.S. Popkin msnbc.com

Pop quiz! What do you call "the act of creating deliberately confusing jargon and user-interfaces which trick your users into sharing more info about themselves than they really want to?"

Give up? Don't feel dumb. Even the Electronic Frontier Foundation, a free speech, privacy, innovation and consumer rights advocacy organization, had a tough time wrapping its collective brain around the concept as it built its tutorial to help users through Facebook's most recent privacy changes. So EFF turned to Facebook and Twitter users for help.

Suggestions for a term to easily describe mishegas such as "Facebook's bizarre new 'opt-out' procedures" rolled in. These included "bait-and-click," "bait-and-phish," "dot-confidence games," "confuser-interface-design," and though EFF didn't mention the social network specifically, more than a few that made creative use of Facebook founder Mark Zuckerberg's name, such as this one called out on EFF's site from @heisenthought on Twitter:

"How about 'zuck'? As in: 'That user-interface totally zuckered me into sharing 50 wedding photos. That kinda zucks'"

Apparently people feel pretty strongly about Facebook's latest privacy rollback, a new move to "personalize your (Web) experience using your public Facebook information," even if you don't fully understand what it means, let alone how to "opt out" of generously offering your personal info with the social network's partner sites.

It's a reference from a talk given by West Point Professor Greg Conti at the 2008 Hackers on Planet Earth conference, EFF notes. But if you want to get into Sci Fi movie references, consider this. As little as two years ago, the idea of Facebook usurping Google as the projected "Skynet" of our increasingly tech-dependent lives would've been laughable — or at least laughably lame in the running joke that sooner rather than later, our lives will be run by a "Terminator"-style artificial omnipresence.

But the most recent (and most egregious) privacy

rollbacks make it unsettlingly obvious that the world's largest social network is well placed to own the Internet, and all of your personal information, too. Let's review. Here's the bare-bones bullet list of what's different:

If you visit Facebook's partner sites Yelp, Pandora or Microsoft Docs, your information is shared unless you opt out on each, individual Web site. If your friends haven't adequately battened down their own privacy stuff, then by proxy, you've shared their information, too.

Your interests are now linked to pages everyone can see. For example, if you have "pornography" as one of your interests, and you don't actively opt out, you are now linked to the "Pornography" interest page on Facebook, viewable by your boss, Grandma, the world.

How exactly do you batten down your info, at least as much info as you can? Good question. More than a few publications have offered instructions on how to navigate opting out, but as EFF noted when it was researching and writing its own guide, more than a couple weren't complete.

"These aren't casual users not paying attention," points out EFF Senior Staff Attorney Kurt Opsahl. "These are people who are trying to make instructions, and they still can't file a complete 'opt-out' guide."

So confusing are the directions, that Opsahl's observation is critical of Facebook rather than those trying to guide others through the process. The incomplete guides he's seen miss the final step in the process.

You can't just opt-out of having your information shared on a partner site. You must go to each individual site and opt out there, too. Currently, there are three partner sites, but every time Facebook adds another partner, you'll have to go to that partner's site and opt out again.

"Our highest priority is to keep and build the trust of the more than 400 million people who use our service every month," read a recent post on the Facebook blog titled "Answers to Your Questions on Personalized Web Tools." "To do so, we've developed powerful tools to give people control over what information they want to share, when they want to share it and with whom."



*(Continued on page 22)*

## SOCIAL MEDIA

(Continued from page 21)

### TECHNOTICA

#### LET'S SOCIALIZE!

Helen A.S. Popkin rants about online privacy, then begs you to friend her on Facebook, join her Fan\_page or follow her on Twitter, because that's how she rolls.

The confusing and lengthy process of opting out from using these powerful tools is either clever by design or simply negligent. "It's hard to tell, but it's bad," says Opsahl. "Look at the comparison. Opting out requires several pages that aren't linked together. You have to confirm, hit OK, and repeat the process. Conversely, it takes just one page to opt back in to an application, check one box, and you're back. No confirmations necessary.

There are those who take a "toothpaste-out-of-the-tube" philosophy to Internet privacy, as in "Hey, it's all out there anyway. Privacy is dead. Blah blah blah."

But consider messages you share with one group may not be appropriate for another group ... or your dad. In this way, Facebook, with its evaporating privacy policy, has turned into that really lousy friend who promises to keep all your secrets, then blabs to everyone ... and then acts affronted when you call her on it.

The seemingly simple answer is just to quit Facebook altogether. Obviously, that's just not going to happen. We are social beings, and we're hooked. "People continue to be on Facebook because their friends are there," says Opsahl. "It's not love of Facebook or its privacy practice that keeps people on the site. It's loyalty to their friends."

EFF offers a thorough tutorial on its Web site, as well as the video embedded in this story. Do yourself a favor. Stop playing FarmVille for two seconds and check it out. According to Opsahl, "If you follow all the EFF instructions, and Facebook is being honest, you will have successfully opted out."

Helen A.S. Popkin rants about online privacy, then begs you to follow or friend her on Facebook, or follow her on Twitter, because that's how she rolls.

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## Microsoft Gets More Aggressive With Free Software

Published: Wednesday, 12 May 2010 | 8:46 AM ET

Microsoft is rolling out a new edition of its Office programs to businesses Wednesday, and for the first time it's adding versions of Word and other programs that work in a Web browser and will be free for consumers.—

Mark Lennihan / AP

Office 2010 marks a milestone in Microsoft's efforts to keep up with an industry shift from programs that are stored on PCs to free ones that can be accessed from any computer, over the Internet.

I must be careful not to make the free apps so appealing as to undermine its lucrative desktop software business, which accounted for 29 percent of Microsoft's revenue and 51 percent of its operating income in the most recent quarter. The free apps will have fewer features than the desktop versions. For businesses, access to the apps is included in the regular Office licensing fees, while the consumer apps will carry advertisements.

Word, Excel, PowerPoint and the other programs that make up Office are by far the most widely used for writing documents, making spreadsheets and designing slide presentations. But when it comes to free software online, Microsoft has lagged. When the company tried souping up Office in 2007 by adding a service that lets people store and view documents online, Google ] was already operating Web-based word processing, spreadsheet and presentation programs. Those programs are generally free for consumers and inexpensive for business users.

Today, 4 percent of companies use Google Apps, according to Forrester Research.

That's still far less than the 81 percent that use Microsoft's last Office software package, Office 2007. Businesses aren't ready to embrace Web-based Office-style programs quite yet, says Forrester analyst Sheri McLeish. People still want access to their files when they're not online.

Nevertheless, McLeish said Microsoft needed a defensive move against the online apps from Google and other rivals that are pushing this concept, which is often called "cloud computing." She noted that businesses that do want Web-based programs might prefer Microsoft's because its online software was built to trade documents with Microsoft's desktop programs without losing formatting.

Consumers can start buying Office 2010 or using the free Web Apps in June. While it is possible people could choose to use only the free versions, they may end up missing the myriad features Microsoft left out of the lightweight Web tools. NPD Group analyst Stephen Baker also doesn't think consumers will widely give up buying the desktop software in favor of Web programs because people "are not all that confident yet" about the concept of using software that stores their information online.

In addition to the Web Apps, Office 2010 brings a slew of new features and updates to individual programs. In several programs, people will be able to work on the same document simultaneously, a feature Google's programs already allow.

Office 2010 also brings more powerful photo editing tools to Word and other programs, and adds video and audio editing functions to PowerPoint.

The Outlook e-mail program will be able to pull in information from users' outside social networks, such as Facebook and LinkedIn. It also adds new features to tame the ever-growing number of messages in the inbox, including a way to group all replies to a single thread under one line, well as a way to "ignore" new replies and send them right to the trash.

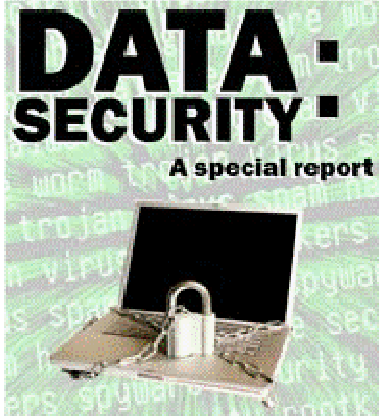
<http://tinyurl.com/iahi1100717>



## 9 Ways to Strengthen Information Security

By Patrick Mayock—Associate News Editor

REPORT FROM THE U.S.—Just because hackers have been able to get through the front door before doesn't mean you can't install stronger locks to keep them out in the future. Here are nine steps—some easy and cheap, some more time-consuming and costly—you can implement to strengthen your defenses.



### 1. Get compliant.

The Payment Card Industry Data Security Standards provide a comprehensive and proven set of guidelines to bolster data security, and their compliance is required by the five major card brands. Failure to comply can result in up to a US\$500,000 fine.

PCI DSS comprises six goals and 12 specific guidelines, about which the PCI Security Standard Council offers copious support documents and information. Major brands usually provide the necessary IT support to ensure compliance, but smaller chains, portfolios or one-off properties likely will have to hire an outside consultant or security auditor to make sure the 12 guidelines are being met and then implement appropriate security measures.

### 2. Restrict access.

A far less costly and time-consuming practice is the informal audit: Gauge your employees' use of and ability to access information, said Diane Carlisle, director of professional resources for ARMA International, a nonprofit association that advises companies on managing records and information.

Just as you wouldn't give every employee a key to the manager's office, you shouldn't allow employees to have open access to information, she said.

Ask yourself: Who has access to what information? How are they getting it? Do they need that information to do their jobs?

And if they do, make employees have their own usernames and passwords for tracking purposes, said Jeremy Rock, president of RockIT Group.

This audit will reveal ways to tighten potential leaks on the data trail.

### 3. Follow the information trail.

Speaking of the data trail ... if you don't know where all of your information is, you're far more likely to lose it, Carlisle said. Make a concerted effort to track personal data throughout your entire information infrastructure.

For example, you might know you've got a guest's credit card number stored on a paper file in your office (not that you should ever keep paper records of personal data), but did you know there might also be electronic copies in the hands of vendors or third parties if you outsource any booking services?

Furthermore, are you keeping personal data now that you don't even need? While Carlisle admitted it makes sense to hold on to key information for frequent guests, you probably don't need a copy of the one-night guest's credit card number and home address, she said.

"You've got to think about your whole information infrastructure," Carlisle said. "Whether it's your paper records or your e-mails or your servers that are holding your frequent guest profiles, where is that information and what protocols govern how it's accessed?"

### 4. Reset passwords.

An easy yet impactful change at the property level is to make sure you reset passwords throughout the organization, said Mark Haley, partner with hotel-technology consulting firm The Prism Partnership.

A good timeline is to reset passwords every 90 days, never using the same password more than once in a two-year span, Haley said.

And at least make sure you reset default passwords, he added. Manufacturers often use the same keywords over and over again when they ship out and install their systems, making it incredibly easy for the savvy hacker to open what essentially amounts to an unlocked doorway.

*(Continued on page 25)*

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**5. Shore up remote access.**

Remote access shouldn't mean easy access, Haley said. "Your obligation is to set those up securely so that unauthorized people can't use them."

There are various types of authentication and encryption, and users should have their own unique usernames and strong passwords, he said. Most importantly, the remote access channel should be cut off after each use.

"The key thing is they only enable remote access for vendors (and employees) on an as-needed basis," Haley said.

**6. Create a network divide.**

There should be two sides to every hotel network: the guest side and the hotel operation side, said Josh Ogle, founder and CEO of TriVesta LLC and co-author of a Cornell University study titled "Hotel Network Security: A Study of the Computer Networks in U.S. Hotels."

Read "Hotel Network Security: A Study of the Computer Networks in U.S. Hotels."

One side allows travelers to access the Internet while staying at the property and the other allows hotel associates to access the necessary programs and information to run that same property. Though the two areas complement each other, the guest side should in no way be touching the hotel side, and vice versa, Ogle said.

**7. Enable wireless security.**

A Wi-Fi connection has become a must in hotel rooms throughout the world. But what about the security systems protecting it?

It's an easy fix, Ogle said. Simply access your router, enable its encryption setting, enable password protection and have guests log on using the password. Every router has these capabilities.

Hotel employees shouldn't give out that password to every Tom, Dick and Jane who asks for it, however. They should first verify the guest is registered at the property before disclosing that network key.

**8. Invest in a robust set of firewalls.**

If someone gets into your network, he or she shouldn't be able to roam freely from one data center to another, but that's precisely what happened during a data breach at Wyndham Hotels and Resorts, Ogle said. A hacker penetrated the computer systems of one of the company's data centers, and that system acted as a gateway allowing the cybercriminal to access information from separate computing environments at 37 properties.

Firewalls should be robust, requiring authentication every time a user moves from one side of the network to another, Ogle said. Investing in these security systems can be expensive, especially when considering the necessary maintenance and constant updates, but it's one of the best ways to isolate and contain breaches.

**9. Promote a culture of awareness.**

Firewalls, PCI DSS and encryption are all well and dandy, but unless you make data security an important part of your hotel's culture, your efforts could be for naught.

"It's an absolute essential for managers in the industry to ensure that there's a culture respecting privacy in the hotel," Haley said.

One of the best ways to do this is to make information security a written workplace policy similar to employee conduct and behavioral policies, Carlisle said.

"... Raise that level of awareness that this information represents a trust that your guests have placed in you, that you're going to use it appropriately, it's a value to the company, and it's an area that can get you in trouble if you misuse it or use it inappropriately," she said.

<http://tinyurl.com/iahi1100701>



## A Solution to the IPTV Cat5 Cable Bandwidth Limits in Hotels and other shared TV Systems.

How can you provide TV service to hundreds of TVs in a building that only has Cat 5 cable installed? One solution is to use RF baluns to convert the coax signals to balanced signals that travel on twisted pair cable.

IPTV is also an option, but the equipment can be expensive and bandwidth requirements are substantial - about 4 Mbps for digital channels and 15 Mbps for HD channels. In commercial applications where lots of TVs are watching lots of different channels, the aggregate bandwidth can exceed the capabilities of the data network.

An RF balun system makes it possible to deliver hundreds of digital channels on twisted pair cable, without using any bandwidth on the network. For example, the Lynx Television Network manufactured by Lynx Broadband delivers 288 channels of digital television over distances up to 295 feet (90 meters) or 78 analog channels over the same distance. For applications using the full 860 MHz CATV spectrum, the performance capabilities are 528 digital channels or 134 analog channels over 220 feet.

Lynx networks are installed in more than 50 U.S. hospitals and hotels, including the Sheraton Hotel at the Baltimore Washington Airport. The hotel did not install coax because it planned to use a streaming video delivery system. But shortly before opening they encountered technical and availability issues. Installing the Lynx product let them open on time, with full television service available in all the guest rooms.

According to Dale Sennie, the network engineer for the hotel management company, the total cost of the satellite TV headend and all the Lynx equipment was only \$40,000 (approximately \$200 per room for the 203 room installation).

### Hubs and Converters

A sixteen port hub in the wiring closet converts two coax input signals into sixteen Cat 5 output signals. More specifically, sixteen RF baluns inside the hubs convert the unbalanced 75 ohm coaxial signals into 100 ohm balanced signals that travel on pair four of the Cat 5 cable.

At the point of use, a Decora style wallplate connector (shown below) converts the balanced Cat 5 signal back to an unbalanced coaxial signal that is delivered to the TV. A wallplate cover then goes over the connector.

### Benefits of RF balun technology

Because RF baluns do not use any bandwidth on the network itself, they eliminate quality of service problems that could develop when IPTV and data delivery compete for limited bandwidth on the datacom network. They are also less expensive than most IPTV delivery systems.



TELEVISION ON CAT 5 CABLE

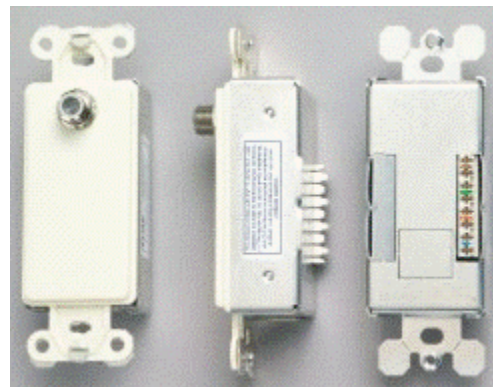
A TECHNOLOGY BRIDGE TO IPTV

Lynx Broadband® equipment uses RF baluns to deliver cable television, off-air television, and other RF signals on twisted pair cable without using any bandwidth on the network itself. It has been installed in hundreds of hospitals, hotels, universities, and schools throughout the U.S.

Lynx lets you deliver television on Cat 5 cable now, so your infrastructure is ready for IPTV in the future.

Find us at [www.lynxbroadband.com](http://www.lynxbroadband.com)

**Lynx**  
Broadband



The technology also has several advantages relative to coax. It is much more flexible for handling moves, adds, and changes, and it is usually less expensive in retrofit applications.

Equally important, it is more reliable than coax because it's tap and drop design eliminates the taps and splitters located behind walls and above ceilings in traditional "tap and drop" coax systems. Fewer taps and splitters means fewer connectors and thus fewer problems.

Finally, using RF baluns creates a "technology bridge" to IPTV. It is inevitable that IPTV will become less expensive and less bandwidth intensive over time. So it is only prudent to "future proof" the building by having twisted pair cable connected to all the TVs.

<http://tinyurl.com/iahi11007022>

## Is Apple's New iPad the Greatest of Ease? No Physical Keyboard. No Camera. OK With You?

by: Reed Karaim

### The human touch

If you're still game, the heart of the matter still looms: Once it's set up and running, is the iPad really the effortless device advertised?

Among the dozen or so people I had try out the iPad, not one found it hard to master. If you can point and touch, you can operate an iPad. "This is pretty much the first computing device, besides the iPhone, that you can just pick up and use," says Michael deAgonia, a computer consultant and technologist and a frequent contributor to Computerworld magazine. "It removes the barriers between the computer and the person. That's a huge deal."

It's true that the iPad makes many things—browsing the Internet, flipping through family photos, loading and watching videos—almost completely effortless. You really do forget you're at a computer. For me, the iPad is also a superior e-book reader to other devices. Its screen is bright and sharp and, unlike the Kindle, can handle color. Plus, Apple's online bookstore is simple to use.

The e-mail program is nicely done, too, if you can adjust to using the virtual onscreen keyboard that pops up. The lack of physical keys has been reported as a real problem for some people, though the people I surveyed adjusted fairly quickly. If you plan to do much typing on the iPad, spend some time trying out the onscreen keyboard. Or you might consider purchasing a keyboard dock that attaches to the iPad and doubles as a charger.

### Competition

Several other companies have released or are about to release their own tablet computers, most running a version of Windows software. For example, Microsoft has shown a prototype of its Courier, which folds in half to about the size of a paperback book. "If you're a consumer, there's a lot of interesting choices ahead," says Lynne Gregg, a Seattle-based technology analyst.

But Bryan Gonzalez, technology specialist at the Entertainment Technology Center at the University of Southern California, doubts those choices will really challenge the iPad. "If you just put Windows 7 in another box, it doesn't really change the experience," he says. "The iPad is head and shoulders above the rest when you look at ease of use."

### Drawbacks

Even so, computers can do much more, and many of the iPad's critics believe it's severely limited in some areas. "It's a consumption machine. If you want to sit on the couch, browse the Web, watch a TV show and read a book, all with the same device, you can do that well,"

says Jeff Jarvis, director of the interactive program at the City University of New York Graduate School of Journalism. "But I think people of any age like to use a computer to create stuff."

Here he feels the iPad is handicapped by its lack of a camera or physical keyboard and because you can't load software except for the applications available through Apple's iTunes store. In addition, online videos that use Adobe Flash Player won't run on an iPad, although many sites are switching to an iPad-friendly alternative. There's also no CD drive, and none of the slots and connections people use to insert memory cards or hook up printers and other peripheral devices.

There are other options, or ways around, almost all these limitations, but in its minimalist design, the iPad is likely to leave some people frustrated.

The mini-laptops known as netbooks make more sense for many consumers, Gregg says. They're generally cheaper than the iPad, which starts at \$499, and can do more. "I paid \$325 for my Dell Mini 10, and it's fully loaded," she says. "If you're talking about a computing device, you get more memory, a keyboard, and you have access to gazillions of applications."

### Flexibility

Of course, not everyone needs a gazillion applications. Debbie D'Amore, 51, chief deputy in the Pima County school superintendent's office in Arizona, felt the iPad would fit well into her life, substituting adequately for a laptop. "I love that I could literally throw it in my purse," she says. "It's light and thin enough to not be a bother."

<http://tinyurl.com/iahi11007019>



# Top 5 Travel Apps for iPhone and iPad

Started by Patrice Arnera, EVP Global Sales at Aldous Limited & Author at 3dot5

As the EVP of Global sales for Aldous Limited, I travel around the World at least once a month and have a compiled a list of the top 5 travel apps for iPhones and iPad.

## 1. World Flights

Live departure and arrival information for every single flight in any given airport in the World. Fast, easy, intuitive and very low price: the best flight tracking application on the Appstore.

<http://tinyurl.com/iahi110070a01>

## 2. HotelPad

Hotel directory with maps, pricing and availability live info for most hotels across the World, again a must have for any last minute booking or finding the perfect location for your stay.

<http://tinyurl.com/iahi110070a02>

## 3. Convert

Currency, distance, weights, measurements, temperature converter and more. Do not feel lost in any country and know instantaneously what is what.

<http://tinyurl.com/iahi110070a03>

## 4. Triplt

Keep track of your flights booking, hotel and rental car reservations. A great complement to World Flights and HotelPad.

<http://tinyurl.com/iahi110070a04>

## 5. Pageonce Personal Assistant

One app to keep track of your bank accounts, frequent flyers points, social networks and anything else you can think of while on the road.

<http://tinyurl.com/iahi110070a05>



### Comments / Suggestions:

Please feel free to bring to our attention technology that we may have overlooked. As your Technology Teammates, we welcome your comments and submissions: Please remit to: [David.Phillips@ihg.com](mailto:David.Phillips@ihg.com)