

IN THE NEWS

Hotels: How Safe is Your Guest Internet Network?

Glenn Withiam, Director of Publications, Cornell Center for Hospitality Research

Regardless of whether your hotel's guest network is hardwired or wi-fi, it is possible that malicious users could attempt to intercept your guests' sensitive business information. The ease (or difficulty) of attacking a guest network depends in large part on that network's architecture. In a report published by the Center for Hospitality Research, a team of Cornell researchers explained why virtual local area networks (VLANs) currently form the most secure defense for guest networks.

The report, "Network Security: A Study of the Computer Networks in U.S. Hotels," by Josh Ogle, Erica L. Wagner, and Mark P. Talbert, tested the security of 147 hotels. Ogle visited the hotels with the intent of determining whether he could, first, log onto their guest network, and, second, intercept other guests' data. Of the 147 hotels, he was able to log on to the networks of 46, often without being a guest of the hotel. Although authentication might have been a barrier, Ogle was able to find employees who would assist him. Ogle also found that only six of 39 hotels with wi-fi used encryption.

Complete Article: <http://tinyurl.com/d9jj9l>



Topics:

- ◆ In The News
- ◆ HDTV-Update
- ◆ Converged Networks
- ◆ Broadband Report
- ◆ Internet and TV Converge
- ◆ Green TV's
- ◆ Telephony
- ◆ Laugh Tech

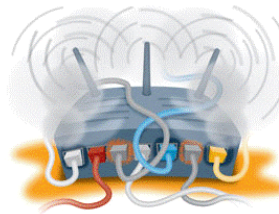
Heavy Users Tax Hotel Systems

Hoteliers and IT staff must adapt to a new reality of extreme bandwidth demands. By Stephanie Overby, Special to Hotels -- Hotels, 3/1/2009

The tweens taking up the seventh floor are instant-messaging while listening to Internet radio and downloading a pirated version of "Twilight" to watch later. The 200-person meeting in the ballroom has a full interactive multimedia presentation going for the next hour. And you do not want to know what the businessman in room 1208 is streaming on BitTorrent, but it is probably not a productivity booster.

These are just a few of the guests eating bandwidth at hotels today, and it is enough to break the average network backbone, or at least create bottlenecks. And no one—not those multitasking kids, not the conference attendees and certainly not the businessman on the top floor—is happy when that happens.

Strain on hotel networks is nothing new, but it is quickly becoming issue No. 1 for industry IT executives. Guests demand WiFi more than any other high-tech amenity, according to 82% of lodging executives surveyed last year by the American Hotel & Lodging Association. Some studies have shown that for business travelers, availability and quality of Internet connections is roughly as important as the bed, shower or cleanliness of the room. At the same time, customers are eating available bandwidth as quickly as hotels provide it, whether they are bringing along their Sling Boxes or using groupware for a corporate presentation. Complete article: <http://tinyurl.com/cuzlms>



Inside this issue:

Safe Guest Network	1
Users Tax Systems	1
Metering by ISP's	2
Bandwidth Grows on Trees?	2
Adobe Push to Web TV	3
Widgets on TV	3
IP Convergence	4
Broadband Report	5
Cooliris	6
Phillips & LG Power Test	7
Google Voice	8
Purple Pumpkin	8
Wifi Bathrooms	9
TwitterToons	9
Comments/Suggestions	9

Internet Providers Want to Meter Usage

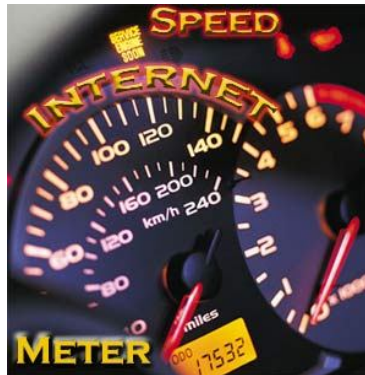
Customers who like to stream movies, TV shows may get hit with extra fees

By Dan Richman msnbc.com contributor

updated 7:02 p.m. ET, Wed., April 15, 2009

If [Internet service](#) providers' current experiments succeed, subscribers may end up paying for high-speed Internet based on how much material they download. Trials with such metered access, rather than the traditional monthly flat fee for unlimited connection time, offer enough bandwidth that they won't affect many consumers — yet.

But as more people use the Internet to watch TV and stream movies, they could bump up against the metered rates' caps, paying expensive over-use fees. Watching a movie may then require paying two fees: one for the movie, another to the [cable company](#).



Most consumers probably don't realize how much bandwidth their [Internet usage](#) consumes, because they've never had to care. Time Warner, the nation's third-largest Internet service provider, in its five experimental markets is offering 5 gigabytes of downloaded Internet content for \$29.95 per month. That translates to 15 hours of viewing standard-definition video, or 350,000 e-mails, or 170 hours of online gaming, or some combination of those activities, according to the company. A high-definition movie consumes about 7GB of bandwidth.

© 2009 msnbc.com

Complete Article: <http://tinyurl.com/chypka>

Do You Think Bandwidth Grows on Trees?

User-generated content may have changed the Internet, but sites like YouTube are suffocating under the costs of storing it.

By Farhad Manjoo Posted Tuesday, April 14, 2009, at 6:17 PM ET

Everyone knows that print newspapers are our generation's horse-and-buggy; in the most wired cities, they've been pummeled by competition from the Web. But it might surprise you to learn that one of the largest and most-celebrated *new-media* ventures is burning through cash at a rate that makes newspapers look like wise investments. It's called YouTube: According a recent report by analysts at the financial-services company Credit Suisse, Google will lose [\\$470 million](#) on the video-sharing site this year alone. To put it another way, the *Boston Globe*, which is on track to [lose \\$85 million in 2009](#), is five times more profitable—or, rather, less unprofitable—than YouTube. All so you can watch [this helium-voiced oddball](#) whenever you want.

...375 million people around the world will play about 75 billion YouTube videos this year. To serve up all these streams, the company has to pay for a broadband connection capable of hurtling data at the equivalent of 30 million megabits-per-second—about 6 million times as fast as your home Internet connection. All this bandwidth costs Google \$360 million a year, the analysts estimate.

Complete Article: <http://tinyurl.com/cfayfw>



Adobe in Push to Spread Web Video to TV Sets

By [BRAD STONE](#)

Published: April 20, 2009

The denizens of Hollywood and Silicon Valley have, by and large, vastly different value systems, role models, even tastes in cars, food and clothing.

Adobe's concept of how Flash video could look on the TV.

But they increasingly agree on one thing: a standard for online video called Adobe Flash.

Flash was once known primarily as the technology behind those niggling Web ads in the 1990s that gyrated and flickered on the screen. Today, it is a ubiquitous but behind-the-scenes Web format used to display [Facebook](#) applications, interactive ads and, most notably, the video on sites like [YouTube](#) and [Hulu.com](#).

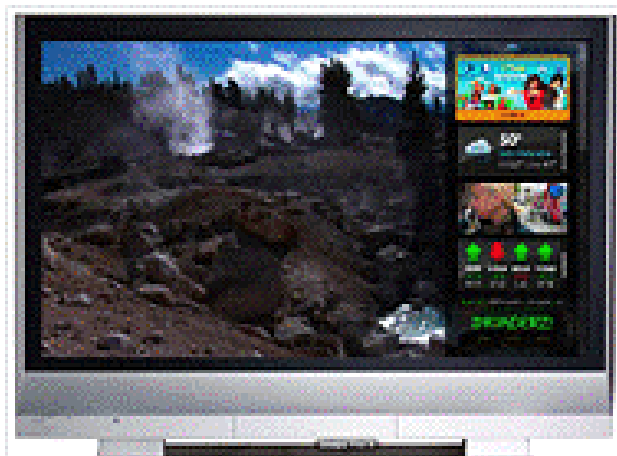
Now [Adobe Systems](#), which owns the technology and sells the tools to create and distribute it, wants to extend Flash's reach even further. On Monday, Adobe's chief executive, Shantanu Narayen, will announce at the annual National Association of Broadcasters convention in Las Vegas that Adobe is extending Flash to the television screen. He expects TVs and set-top boxes that support the Flash format to start selling later this year.

For consumers, what sounds like a bit of inconsequential Internet plumbing actually means that a long overhyped notion is a step closer to reality: viewing a video clip or Internet application on a TV or mobile phone.

For Hollywood studios and other content creators, a single format for Web video is even more enticing. It means they can create their entertainment once in Flash — as the animated documentary “Waltz With Bashir,” from Sony Pictures Classics, was made — and distribute it cheaply throughout the expanding ecosystem of digital devices.

“Coming generations of consumers clearly expect to get their content wherever they want on it, on any device, when they want it,” said Bud Albers, the chief technology officer of the [Disney](#) Interactive Media Group, who will join Adobe executives at the convention to voice Disney's support for the Flash format. “This gets us where we want to go.”

Complete Article: <http://tinyurl.com/cw4vom>



How widgets will revolutionize TV

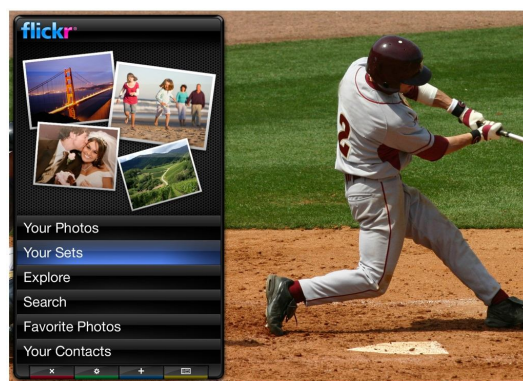
Mar 20, 2009 9:36 AM, By Sarah Reedy

Widget-driven interactivity is poised to redefine the TV viewing experience, the movement may be starting now

While many in the industry see [widgets](#) invading the television eventually — after TV providers work through other issues first — at least one analyst is bullish on the prospects for a variety of widgets to redefine the TV experience within the next few months. According to Michael Greeson, president of broadband advisory firm The Diffusion Group, widgets are the tipping point for interactive TV, and the tipping point has arrived.

In a January survey of adult broadband users in the United States, TDG found that 76% believe having a widget toolbar on their primary TV would be valuable.

Complete Article: <http://tinyurl.com/dgy23r>



CONVERGED NETWORKS

IP Convergence Success

Lower costs and the ability to provide innovative, personalized services make a single, IP-converged network for hotel systems appealing. But there's a lot of footwork involved between the concept and the reality of bringing voice, applications, entertainment content, energy management, security and other formerly separate systems together on a single network. Hospitality Technology talked to those who have pursued IP convergence to find out what questions hoteliers should be asking, of themselves and of potential partners.

1) What can IP do for you now, and in the future?

Hoteliers need to parse IP wish lists into

what is necessary and feasible today and long-term goals. How can IP support both business goals and market image?

The centrally-run Stay Connected @ Hilton network program aims to pave the way for future services, while sticking with what currently makes economic sense. "We see it as a platform that offers consistent support and infrastructure and will allow us to add more technology

much faster than our competitors," says John Flack, VP of hotel broadband technology for Hilton Corp.

(www.hilton.com), who says the network lowers high-speed Internet access (HSIA) costs and delivers OnQ

applications. Hilton is testing IP-based minibar and security systems, and partners with SWISSCom

(www.swisscom.ch/hospitality),

Cisco (www.cisco.com) and

AT&T (www.att.com).

Some feel the IP versions of certain systems aren't yet ready for prime time. Crowne Plaza Glen Ellyn, in Glen Ellyn, Ill.

(www.crowneplaza.com),

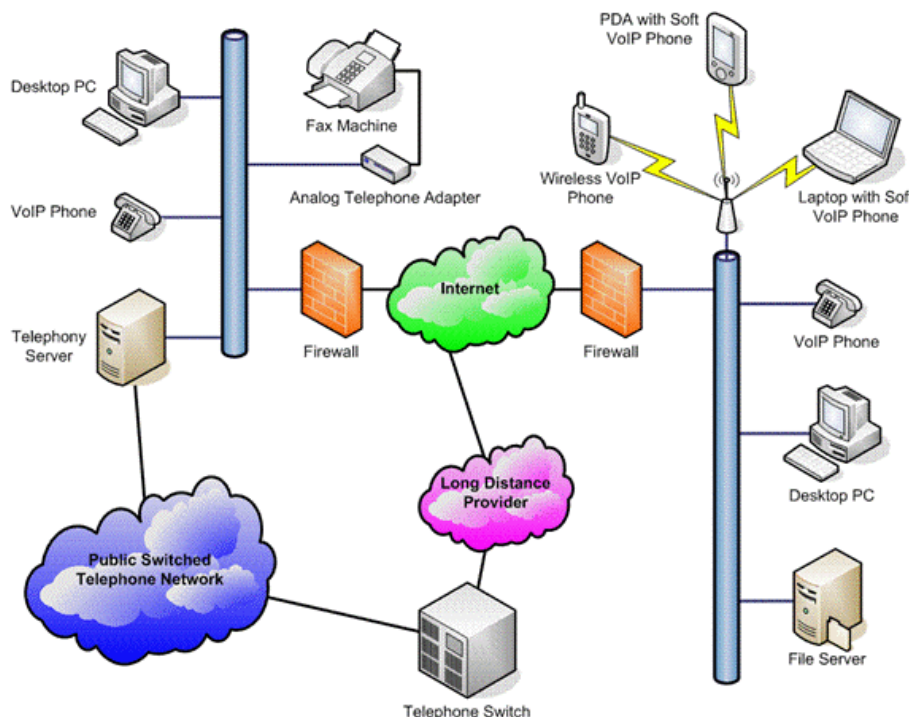
deployed an IP network through Roomlinx (www.roomlinx.com),

but refrained from including IP phones. "I haven't found a system that has good ease of operation," says Eli Firestone,

director of e-commerce.

Another thought: what will guests really need? Telephone profits are long gone, and more guests are bringing their own entertainment; Internet access may eventually come from wide-area wireless nets.

Complete Article: <http://tinyurl.com/cjnb8q>



Internet Traffic Doubling Every Two Years

Various studies show that the composition of traffic on the Internet will shift towards video. Internet video is now about 25% of consumer Internet traffic and will reach 32% by the end of 2008. By 2012, the sum of all forms of video will amount to close to 90% of consumer traffic. Global IP traffic will double every two years through 2012, according to a Cisco 2008 study. From 2005 to 2008, high volume (over 100Mb/day) traffic increased from 9.3 to 14.1% over HTTP. Fixed caps like the one imposed by Comcast will not work in the long run as today's bandwidth hog becomes tomorrow's normal user.

Home Connectivity in the US

US broadband penetration grew to 93.38% in January 2009. Dial-up users connecting at 56Kbps or less now make up 6.62% of active Internet users.

Work Connectivity

As of January 2009, 97.09% of US workers connected to the Internet with broadband, At work, 2.91% connect at 56Kbps or less.

Future-Proof with Fiber

To future-proof our (National) network we'll need to radically change the makeup of our broadband infrastructure. The only current technology that will support symmetric 100 Mbps speeds is fiber. The US is well behind leading countries in fiber penetration, which reduces our average download speed.

The median download speed of the United States is from 2.3 Mbps to 8.9Mbps, This "fiber deficit" is limiting the maximum speeds that US broadband subscribers can realize. In order to improve the average speed of US broadband, the US needs to deploy higher speed technologies such as fiber, rather than make cable or DSL more universally available.

YouTube Dwarfs Top Video Sites

YouTube continues to dominate the top video sites tracked by Nielsen Online. Updating last year's top 10 video site survey this year we find YouTube even further ahead of its nearest "competitor," Google. As of July 2008, YouTube had more than 7.5 times more unique viewers than Google Video. Combined together, Google properties YouTube and Google Video have over 88 million unique viewers, and make up over 36% of the share of videos viewed on the Internet. A recent study by the Communications Workers of America revealed that the US ranks 15th worldwide in broadband speed.

Top 10 Video Sites

YouTube continues to dominate the top 10 video sites. Combining Google Video with YouTube more than 88,153,000 unique viewers watched videos at Google-owned sites, comprising more than 36% of all videos viewed. Hulu showed the strongest growth over the last seven months to 3,293,000 users. Megavideo grew to 2,244,000 users while Yahoo!

In terms of the number of videos viewed the top 10 video sites by the number of streams. YouTube comes out on top with over 5 billion streams in July 2008, followed by Hulu with 105,830,000, Google Video at 64,437,000, Veoh at 48,122,000, and Dailymotion at 39,857,000 streams.

Top 10 Video Sites by Time Spent

In terms of stickiness Tudou.com leads all video sites at 207.5 minutes spent viewing per viewer in July 2008. Followed by hulu.com at 169.2 minutes, Veoh at 142.1 minutes, Megavideo at 129.1 minutes, and Crunchyroll.com at 122.9 minutes.

Excerpts from a collection of articles from:

<http://www.websiteoptimization.com/>



MEGAVIDEO



TUDOU.com
每个人都是生活的导演

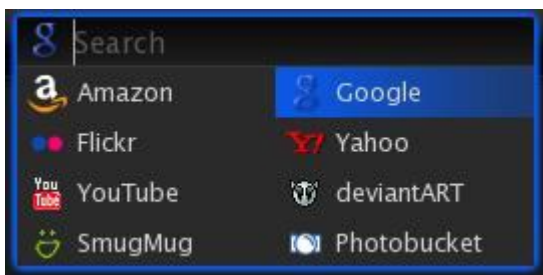
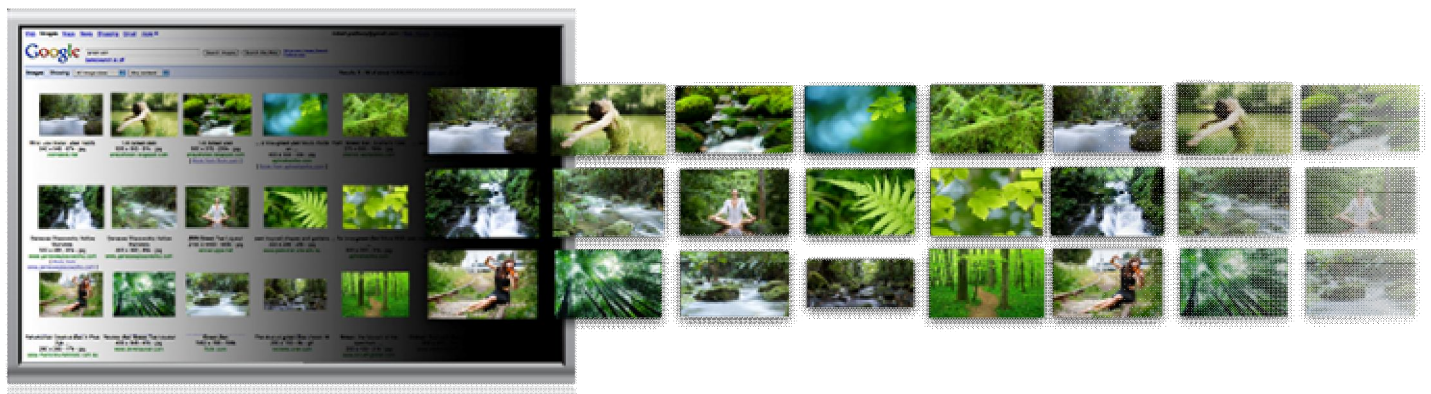


INTERNET AND TV CONVERGE

Cooliris - A Detailed Overview of Cooliris—Add Cinematic Experience to Your Online Photo & Video Browsing.

Cooliris (formerly PicLens) transforms your browser into a visually stunning, lightning fast way to search, discover, view and share online photos, videos and more. The unique **3D Wall** lets you effortlessly zoom your way around thousands of items on a single, ever-expansive wall. It's the fastest way to search and enjoy Google Images, YouTube, Flickr, Hulu, and hundreds of other site. Actually it provides you with a browsing experience of photos and videos which is larger than life and what we can rarely find in other applications we use. Esp designed for people who have a knack to beautify whatever they come across.

Complete Article: <http://tinyurl.com/d4s78f>



Philips & LG Power Test



Hello all,

True sustainability sometimes has a difficult time being recognized in a world of "green-washing". Everyone wants to jump on the "green" bandwagon. One of Philips' key selling points to IHG and Insight was the SmartPower energy-savings feature.

Please see attached, Independent Laboratory Testing of the top two Hospitality LCD TVs. Both brands have energy-savings settings which eliminate excessive brightness and contrast to pre-selected degrees, thus reducing power consumption. Philips was the first brand to have this feature, known as SmartPower. The results clearly show that Philips continues to be today's "Green TV" leader, saving up to 46% of power vs. the other leading brand. In EVERY mode of operation, Philips used less power....and in most cases the power savings was highly significant.

Please feel free to distribute to all those in your organization who are driving the sustainability effort, and who might be interested in the significant monetary savings (an average of \$140 per installed TV over the anticipated 7-year service life).

Best regards,

Jim Murphy, Philips

Power Saving Mode	YPbPr Video Input		Power Saving Mode	RF Video Input	
	Philips	LG		Philips	LG
Off	110.878	137.609	Off	112.462	137.407
Low	103.236	129.923	Low	106.219	128.767
Medium	79.776	123.793	Medium	82.880	122.505
High	62.650	116.956	High	63.836	116.065



TELEPHONY

Google Voice Could Be a Game Changer

By Andrew Berg
WirelessWeek - March 13, 2009

There are rumblings that Google Voice could change the telecom industry in fundamental ways. A new Google-based voice service combined with the sheer size of the company's existing user base is raising some eyebrows around the industry.

"I think the implications are pretty far reaching ... Anyone who is using Gmail can initiate a free voice call from their computer using whatever phone you want," says Hal Steger, vice president of marketing for Funambol.

The technology being used has been employed by JahJah for years. The user enters the number for the phone they'd like to use and the number for the phone they'd like to call and the service simultaneously rings both numbers, placing a free voice call.

Complete Article: <http://tinyurl.com/ck2ax6>



LAUGH TECH

WiFi Failure Hurts More When You're Sitting on a Purple Pumpkin

Where: 1921 Great Marlborough Street, London, UK

When you stroll into your hotel room, plop down at the desk and open up your laptop to discover that the hotel WiFi doesn't work, it can be an overwhelming, emotional moment: you feel isolated, alone, betrayed, stranded. And we imagine all those feelings are greatly amplified when that WiFi failure moment occurs when you're perched atop...this. A purple pumpkin-ish velour ottoman/desk chair.

Mandydale had such an experience at London's Courthouse Kempinski:

When I was in London last, I stayed at the Courthouse Kempinski [...] I got transferred to this room because my other room's bathroom was broken. Apparently this is an upgrade? It was kinda hard to work on my computer sitting on that chair (which apparently didn't matter too much, as their wifi service was down).

Bummer. This chair, though whimsical and cool and funky-looking, has got to add insult to WiFi-related injury.



Ease Your Hangover With Free Bathroom WiFi at the Clarion Dublin

Where: Dublin Airport, [Dublin, Ireland](#) March 17, 2009 at 1:11 PM

... If you plan on being in Dublin today or tomorrow, we bet that very shortly you will be nursing a severe hangover. Never fear, in case you feel the need to Tweet every minute of your life, you can vomit assured knowing that a hotel in Dublin has got free WiFi in all parts of its hotel.

This is a shot from the men's room at the **Clarion Dublin Airport Hotel**. You see that sign? It says "Free WiFi." Yes, the WiFi at the hotel is so free that you're *free* to log on from the public toilet. How 'bout that?

This photo comes to us from Flickr user [8lettersuk](#), who says, "Now I'm all for free wifi but in the gents of the hotel? The Clarion at Dublin Airport gets top marks for effort!"



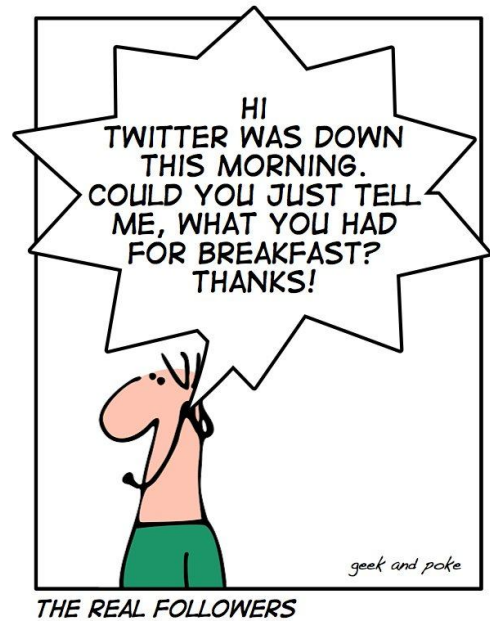
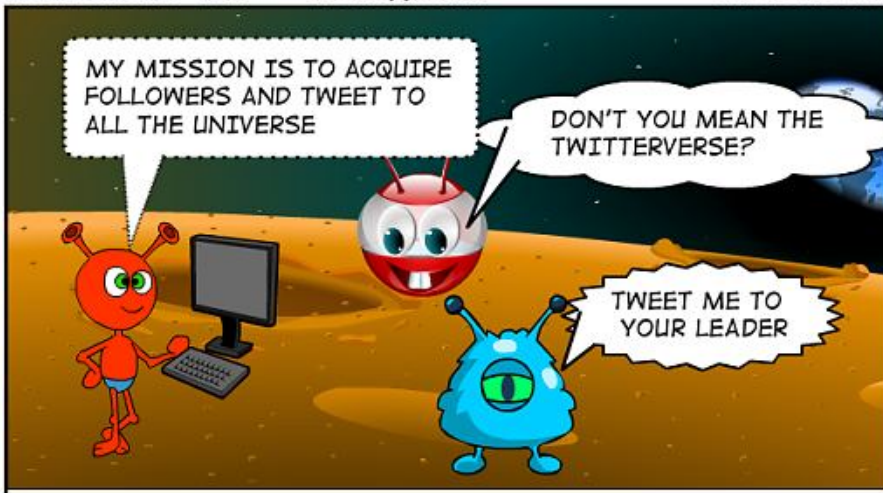
Yeah, you know what? If an airport Clarion's got it together enough to give you free WiFi from the public toilets, we think other hotels should at least give us WiFi that we can log onto from the privacy of our guestroom toilets. Sometimes the newspaper just don't cut it, ya know?

The WiFi crusade continues.

Everyone's Tweeting



ALIEN TWEETS - PG6 - BY BARRYDAHL



Comments / Suggestions:

Please feel free to bring to our attention things we may have overlooked. As our Technology Teammates, we welcome your comments and submissions: Please send to: David.Phillips@ihg.com