



Hotel Technology Next Generation (HTNG) Workgroup Charter
Workgroup Name: In-Room Technology
Version 1.1, Distribution for Participation
Revised 23 September 2004

Revision History:

15 Sep 04 – v1.0 Released

23 Sep 04 – v1.1 Released. Microsoft was added as a late-confirming sponsor on 17 September 2004.

Sponsors: Cablevision Systems; Cisco Systems; Guest-Tek; LodgeNet Entertainment; Mandarin Oriental Hotel Group; Microsoft Corporation; Paradyne Corporation; Quadriga Worldwide

Background: Technology spending within hotels and hotel chains has traditionally been focused behind the front desk or outside the hotel in reservation and other networks. Until recently technology spending in guest rooms was limited to the few hundred dollars spent on an armoire-encased TV. Indeed, hotels have to some extent become famous for implementing yesterday's technology today, just as the consumer has moved on to the next great thing:

- It was only recently that many hotels introduced fax machines into the guestroom, and did so as their customers were wholeheartedly abandoning fax for the convenience of email.
- Today, the same thing is happening with DVD/CD players – appearing more frequently in guest rooms, while guests are carrying their own MP3 audio players and soon - personal digital video players.
- The same can be said of telephony. Hotels have historically been happy to spend large amounts of money on complex, costly PABX systems and multiple in-room handsets, comfortable in the knowledge that their investments would pay off handsomely and that guests would be happy to pay significant sums for the convenience of calling the office or saying goodnight to the kids. Unfortunately, someone forgot to tell the guests, who, scared away by the constant and excessive gouging by the greedy hotels, rushed out and bought cell phones by the million, forever abandoning the hotel fixed line alternatives.
- The low buy-rates of hotel Video on Demand (VoD) speak for themselves. Low-resolution, analog and generally poor quality, customers who have surround sound, widescreen TVs, DVR capabilities, and hundreds of available channels from which to choose aren't impressed.

The list goes on...

However things are beginning to change. Attention is shifting to the guest room. Fueled by the need to differentiate, the inevitability of technology change, and the demands of the customer, hotels are coming to realize that hearts and minds can be won or lost through the application of technology in the guest room. Equally, due to the replicated

nature of the spend, the associated costs are large demanding a keen focus to assure that money is spent wisely and value derived.

Objective: The purpose of this workgroup is to seize the momentum that has already built and to focus industry attention in this the most important area of the hotel. This workgroup specifically aims to:

1. Exploit key technology trends:

- The connected traveler. Recent significant size reductions of key technologies had rendered technology portable and thus guest self-provisioned in the guest room
- The growing acceptance and use of broadband Internet access
- Ubiquitous wired and wireless TCP/IP networks
- IP Telephony and Voice over IP (VoIP)
- The transition from analog to digital content
- The transition from analog to digital broadcast
- The transition from CRT to flat-panel TV
- Standardized XML/SOAP interface technologies

2. Personalize the experience:

By interconnecting in-room systems and databases that have knowledge of the guest, improve the in-room experience through personalization, making in-room technology delivered services easier to use and more relevant.

3. Interconnect both IP and non-IP networks

- Reduce the cost and complexity of implementation and management
- Share information between systems to enrich the customer experience

4. Simplify:

- Management and administration
- The end user experience and make systems easier to use

Scope: To include all systems, both administrative and guest-facing, that operate within the context of the guest room.

Anticipated Deliverables:

1. Within the first month, the workgroup will identify specific deliverables to be delivered within the first 5-8 months, based on priorities, interests, and practicality. Subsequent deliverables will be selected at or near the completion of prior deliverables, with each deliverable targeted for 5-8 months.
2. Deliverables will include working demonstrations by the vendors of capabilities (one or more solution sets) that are created by the workgroup, specifications that will constitute the definition of a particular solution approach, and documentation

- of specific business processes (e.g. cross-vendor support) that may be deemed a necessary part of the solution set.
3. Deliverables may also include a framework for vendor-specific extensions to capabilities. The details of actual extensions to base functionality that may be implemented by specific vendors may be included or excluded from the deliverables.
 4. Intermediate deliveries will include working drafts, papers, and meeting notes posted on the HTNG collaboration website and available to all HTNG members.

Membership: A minimum of five and a maximum of seventeen members. Membership is open to all HTNG members and is established according to the rules published on the HTNG web site (http://www.htng.org/workgroup_policies.htm). Each company may have a maximum of two participants on a regular basis (additional subject matter experts may participate as needed for limited purposes). Each company has only one vote.

Participants of that workgroup should be people who are able to make decisions relating their company and also have the technology skills in order to be able to define specifications. Membership in the workgroup may change based on the development phase.

Participant Qualifications: Interested parties must apply to participate according to the procedure outlined on the HTNG website. The workgroup will include a broad cross-section of interested parties, including hotel and technology companies.

Chair Person: To be selected by the initial workgroup membership from among all participants.

Duration: Maximum of 18 months.

Collaboration process: Face to face meetings, conference calls, workgroup intranet and email.

Membership Categories: Per HTNG's practice, membership in the workgroup will be selected by category. Participation categories include:

- Guestroom High-Speed Internet Access (minimum 1 vendor, maximum 2; vendors must support both wired and wireless access, and 1 vendor who also support wireless staff access will be preferenced)
- Guestroom Video on Demand (minimum 2 vendors, maximum 3)
- Hotel telephony (minimum 1 vendor, maximum 2)
- IP Telephony/VoIP (minimum 1 vendor, maximum 2)
- Guestroom HVAC control (minimum 1 vendor, maximum 1)
- Occupancy detection (minimum 1 vendor, maximum 1)
- Free-to-Guest TV and Radio (minimum 1 vendor, maximum 2)
- Infrastructure Provider (minimum 1 vendor, maximum 2)
- Luxury international hotel operation (minimum 1, maximum 2)

- Other hotel operations (maximum 6 hotel participants in total; 2 slots will be preferred to companies that own or manage 100,000 or more guest rooms worldwide)
- Other in-room service vendors, e.g. locks, lighting, minibar (minimum 0, maximum 2)
- Other interested industry participants (consultants, academics, media – minimum 0, maximum 2)
- Maximum total participants: 15, unless a larger number is required to satisfy applicants who fall at or under the minimum for their categories. If this workgroup is oversubscribed, the HTNG board subcommittee responsible for this workgroup will determine which, if any, categories will be permitted more than the minimum number of participants indicated, or whether the number of maximum participants should be increased.

Companies and individuals interested in participating may submit materials between 6 October and 15 October 2004. Application materials should meet the criteria spelled out at http://www.htng.org/workgroup_policies.htm. Details of the selection process are also provided on that page.