

# The ARESCOM Hospitality Network



**ARESCOM**  
Broadband Internet & Remote Access Solutions™

[www.arescom.com](http://www.arescom.com)

## Introduction

In today's fast-paced, Internet-driven business world, hotel guests and business travelers are becoming increasingly reliant on access to the Internet, and the challenge for today's hotel property manager/owner and system integrator is how to keep pace with these growing Internet demands. Today's business traveler expects hotels to provide HSA (High-Speed Internet Access) that is affordable, simple to use, saves time and promises increased productivity. Currently, most hotel guests connecting to the Internet still must rely on non-productive and cumbersome 56K Internet connections or long-distance calls, needing to constantly reconfigure their computers and share trunk lines with other guests. Creating an HSA-ready broadband environment in your hotel is just the edge that today's hotel needs to distinguish themselves from the competition. With an in-hotel HSA-ready DSL broadband infrastructure in place, your hotel will not only be able to retain as well as draw new premier tenants to your hotel, but also increase the potential for higher revenue streams via the latest in HSA-related services, such as digital TV service, Video-on-Demand, video-conferencing and Voice over DSL (VoDSL) services.

## Program Benefits

- Turnkey hospitality Internet access solution
- Multiple in-hotel access options for entire hotel
- True plug-and-play Internet access experience for guests
- Easy-to-use and secure on-line guest billing system
- Always-ready 24/7 support program for hotel and guests
- Complete in-hotel and in-room marketing collateral
- Accelerated ROI revenue-sharing for hotel

## AHN Description

The ARESCOM Hospitality Network (AHN) promises to make your hotel's transition into the HSA (High-Speed Internet Access)-ready hotel environment as cost-free, hassle-free and risk-free as possible. As an AHN Program provider, you will enjoy the ultimate, yet most simple and affordable turnkey hospitality HSA broadband solution in the market today.

## Turnkey Hospitality Internet Access Solution

ARESCOM will completely supply, install and maintain its turnkey hospitality Internet access solution for the entire hotel premise. This total solution includes all upfront hardware, software and equipment integration costs to successfully jumpstart your hotel into a cutting-edge, HSA-ready hotel environment. ARESCOM will personally install nothing but the best in current broadband technology solutions, including ARESCOM's CDS 6000 DSL Service Platform and its companion CPE (Customer Premise Equipment) solutions, such as DSL modems and routers. The CDS 6000 is an in-Hotel DSLAM, a smart mini-DSLAM plus a powerful DSL router with host of WAN interface options, such as T-1, OC-3, 100 Base-T, etc. Its space-friendly footprint allows it to be conveniently installed at the base of the hotel building.

## Multiple In-hotel Access Options for Entire Hotel

All AHN (ARESCOM Hospitality Network) providers will also enjoy a wide selection of in-hotel internet access options for the entire hotel facility. ARESCOM will supply and install Internet access service for every possible hotel environment:

- Hotel Guestroom Internet Access Service
- Meeting Room Internet Access Service (including Conference rooms/ Boardrooms)
- Common Area Internet Access Service (incl. lobby areas, business centers, cafe tables, private cabanas, etc.)
- Back Office Internet Access Service (HSA for you wherever your hotel staff needs it)

## True Plug & Play Internet Access Experience for Guests

With ARESCOM Any IP™ Technology, all hotels guests will experience the most simple plug 'n play internet access wherever they are in the hotel. ARESCOM's solution utilizes the latest and best in Internet access technology, which allows guests to immediately get on the Internet without the need for any additional re-configuration on their laptop PC, as well as ensuring PC users the most robust on-line security



## ARESCOM HOSPITALITY NETWORK PROGRAM

AHN

## Easy-to-use & Secure On-line Guest Billing System

ARESCOM's in-hotel on-line billing system is not only extremely user-friendly and easy to use for guests but also is equipped with the most powerful security mechanism, such as Security VLAN for total user privacy. Guests will be able to quickly sign-up and enjoy the best in broadband services through a very intuitive web page customized with your own corporate branding, right in the privacy of their rooms. For the hotel staff, guest usage and bill tracking is readily accessible anytime via a secure log-in only website.

## Always-ready 24/7 Support Program for Hotel & Guests

Each AHN Provider will enjoy the full support of ARESCOM's always-ready and Technical Support and Customer support Team. For all hotel guests, ARESCOM provides a 24/7 Customer Support Help Desk ready to answer all your guests customer concerns around the clock. A dedicated (24/7) Technical Support team is also available to quickly remedy any technical issues relating to the operation of your in-hotel CDS 6000 DSL Service platform and any of its in-room device.



## Complete In-hotel & In-room Marketing Collateral

ARESCOM will provide all the marketing literature your hotel needs to fully educate your entire hotel staff and its guests about ARESCOM's turnkey hotel broadband solution. This includes all in-room guest literature, such as a handy, one-page DSL usage guide in each guest room.

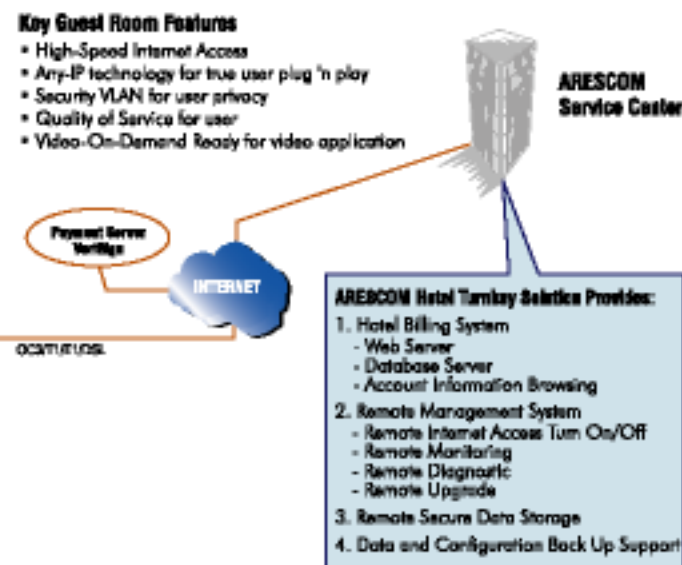
## Accelerated ROI Revenue-sharing for Hotel

The AHN Partners Program implements a radical, yet simple accelerated ROI (Return on Investment) revenue-sharing program for your hotel that will generate higher revenue streams via HSA-related broadband services and increased guest Internet usage rates. ARESCOM's cost structure provides a realistic return on capital invested which is measured in terms of months rather than years.

## Instant & Secure Wireless Connectivity throughout Hotel

An additional AHN benefit is instant and secure wireless connectivity available throughout the hotel. With a "Wireless AHN" solution, hotel guests with laptop PCs or other hand-held devices can enjoy instant and secure wireless Internet access wherever they are in the hotel. This not only includes their guestrooms and meeting rooms, but also hotel common areas such as hallways, atrium lobbies, cafe tables, and even poolside cabanas! ARESCOM's "Wireless AHN" solution is comprised of its CDS 6000 DSL Service Platform working in conjunction with wireless access points strategically placed throughout common areas on the hotel property.

## Hotel Solutions



## Company Profile



Silicon Valley Headquarters

Founded in the Silicon Valley, in 1996, ARESCOM designs, manufactures and markets a complete line of broadband internet access solutions, ranging from the most sophisticated turnkey hotel broadband access platforms for the booming worldwide hospitality market to the most simple DSL bridge/modem CPE solutions for the home and small business user. All ARESCOM DSL broadband access solutions include easy-to-use GUI-based remote management software packages for simplified setup and extensive network management capabilities. Currently, ARESCOM's DSL broadband access equipment is being widely deployed by major telecommunication carriers, ISPs, and SOHOs throughout the world.

## Flexible Technology Platform

Our engineering teams have designed and developed the routing software technology underlying our DSL solutions.

## Broad Interoperability

We work closely with DSLAM vendors to ensure total interoperability with our customer's DSLAM equipment.

## Ease of Deployment and Use

Our products allow ISPs to deploy DSL services rapidly and cost-effectively via an intuitive, proprietary GUI, which makes our products easy to install.

## Enhanced Customer Support

Our Remote Manager software allows ISPs to remotely configure, manage and service our CPE devices, enabling them to reduce the amount of resources allocated to customer support.