CORNING

How much connectivity do your hotel guests need and where will you get it?

Something strange is happening: Today's hotels and resorts are waking up to find themselves in the wireless business. And with guests demanding ever-larger doses of high-bandwidth streaming content on a growing number of personal devices, it's a big business indeed.

So what's a savvy hotelier to do?
Find the most efficient, cost-effective method for meeting the wireless needs of current and future guests, of course. Let's take a look at the numbers:

Mobile video traffic is expected to grow by 13x between 2013 and 2019

13x

50%
Bandwidth-busting mobile video is expected to exceed 50% of total mobile traffic for the first time in 2016

4G mobile traffic is expected to grow by 25x between 2013 and 2019

25x

4G's higher data rates (when compared to 3G and 2G) are compounding the traffic growth challenge, as subscribers and users take advantage of increased bandwidth for new applications

83% of travelers check in to a hotel with both a **smartphone and laptop**

83%

55%
55% of business travelers check in with 3 or 4 devices

Does wireless service really matter in hotels?
You bet it does.

90% MUST HAVE
90% of hotel IT managers agree that Wi-Fi is a "**must have**" for customers

68%
68% of hotels **already offer free Wi-Fi** in common areas

50%
Over 50% of all guest room **technology spending** in 2015 will focus on upgrading bandwidth

73%
73% of hoteliers assert that **free Wi-Fi helps** increase bookings

The hospitality industry has identified three major areas where improved wireless connectivity leads to better guest experiences and new monetization opportunities for hotel owners and operators:

1. **Guest services** with personalized promotions and awards, virtual check-in/checkout, and social media access and feedback

2. **Back office** with building automation for improved security, safety, and response management; enhanced reservation management; and productivity tools for housekeepers

3. **In-room services** with keyless entry, IP phones, virtual concierge systems, and point-of-sale minibars

A New Revenue Stream
Some hotels are offering multiple tiers of connectivity — free low-bandwidth access, plus high-bandwidth access for a fee

Fiber to the Room
We've got you covered.

Getting bandwidth to the hotel is only half the battle. Since a network is only as strong as its weakest choke point, hotels need more than just fiber to the building. They need fiber to the room.

As opposed to copper networks, passive optical local area networks (POLs) bring fiber to the room (meaning all-fiber connections from the core to the network's edge) and provide virtually unlimited bandwidth to satisfy all of a hotel's future wireless needs, at a fraction of the cost of traditional bandwidth upgrades.
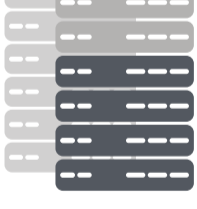
For the same cost as 100 MB, hotels can get **10x the bandwidth through POLs**

10x

And when hotels converge multiple wireless technologies and applications (like Wi-Fi, DAS, building automation, IPTV, etc.) on the same all-fiber backbone, they get:

"Wire It Once" Cost Savings when adding new services and components — without ever touching the cables
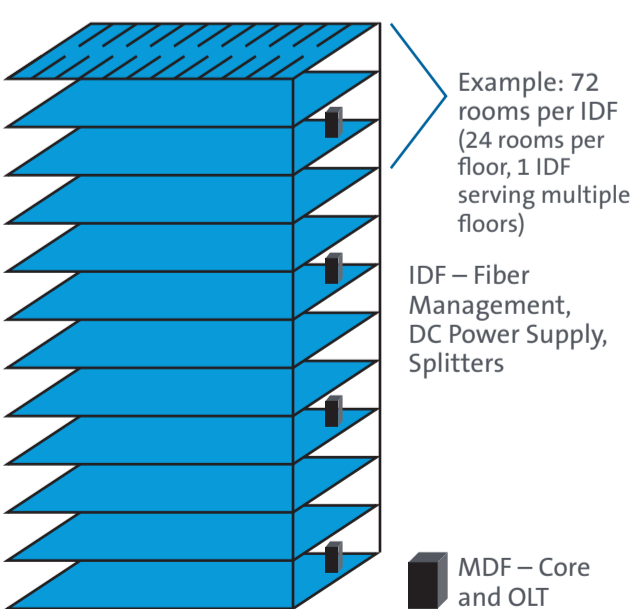
Massive Space Savings in the IT closet, which means lower power and cooling costs, plus extra guest space
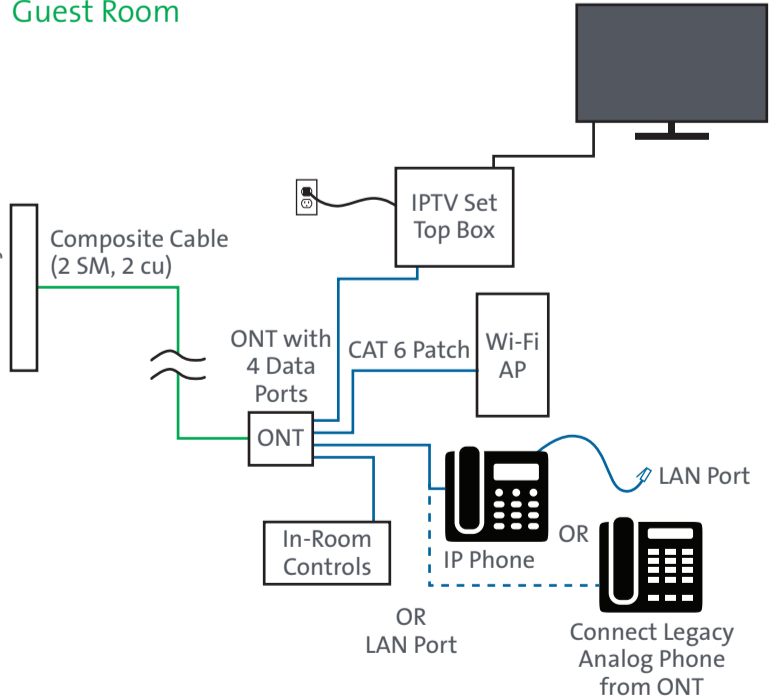
Network Stability and Flexibility to accommodate any number of services and bands

Fiber Backbone
Space and Cabling Efficiency

Example: 72 rooms per IDF (24 rooms per floor, 1 IDF serving multiple floors)

IDF – Fiber Management, DC Power Supply, Splitters

MDF – Core and OLT

Fiber to the Room
Guest Room

Hallway

Composite Cable (2 SM, 2 cu)

ONT with 4 Data Ports

ONT

IPTV Set Top Box

CAT 6 Patch

Wi-Fi AP

In-Room Controls

IP Phone

OR
LAN Port

LAN Port

OR
Connect Legacy Analog Phone from ONT

About Corning® ONE™ Wireless Platform
The Corning ONE wireless platform is our answer to fiber to the room, a fiber platform designed to handle all core IP services and multiple applications, including passive optical LAN, cellular DAS, Public Safety, AV, security, and more. Corning ONE wireless platform offers a world-class connectivity experience for hotels, resorts, and convention centers in need of high-speed, high-capacity wireless on their properties. Visit www.corning.com to learn more.

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