

Introducing ICE

from Intelity



INTERACTIVE CUSTOMER EXPERIENCE



Intelity's Interactive Customer Experience (ICE)

The only fully integrated guest services and back end management tool anywhere.

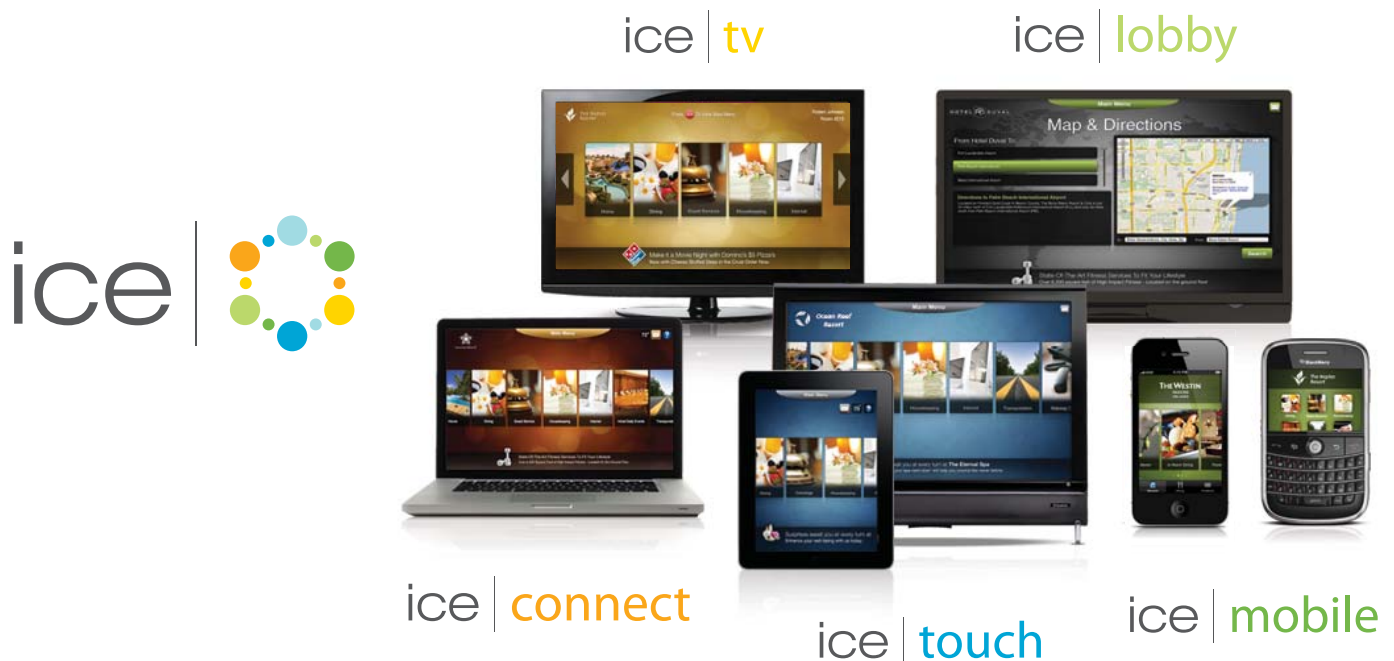
In a recent vote by hoteliers, ICE was recognized as the best guest service interface available.

Allow us to briefly describe ICE, its dazzling guest displays and its comprehensive management tools.

Touch Points of Value - Why ICE?

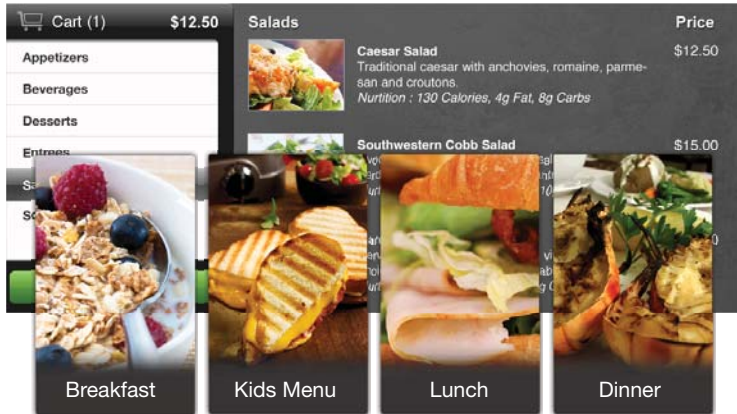
1. Builds revenues in old and new places
2. Lowers labor costs and printing costs
3. Increases efficiency and accountability
4. Maximizes guest satisfaction and experience
5. Provides a distinct competitive advantage over other non-ICE hotels

ICE is available on several platforms including ICE | Touch (using in-room touch screens), ICE | TV (using in-room TVs), ICE | Connect (via guest laptops), ICE | Lobby (using touch screen in the hotel's lobby) and ICE | Mobile.



ICE Guest Services

Presenting your full array of up to 35 guest services...



Order Services

A touch of the finger allows guests to review, order & request items when and how they want them. It's easy. Experience shows an 18% increase in dining orders and a 12% increase in average check.

Book A Reservation

Whether on iPad or iPhone (and soon Blackberry and Droid), guests can book reservations at your hotel's restaurants. We know that guests love this because reservations are up 8%. Average checks are up 8%, too, where ICE is offered.



Request Services

From wake-up calls to airline information, from turn down service to a forgotten toothbrush, guests can make requests that go directly to the appropriate department and staff member.



ICE Touch Points of View - Guests Services and Control & Management



Direct Messaging

ICE delivers messages directly to your guests tailored by type, needs and interests. Communicate using a virtual narrator, e-mail, texting or an interactive banner ad. Got a special promotion? Target only those guests you want for it. ICE allows you to do it all.

Advertising

Speaking of direct messaging, ICE presents guests with focused advertising opportunities as guests make their dining, shopping, spa treatment and other service choices.



Integration

ICE integrates into your hotel's management system. Using state-of-the-art application programming interfaces (APIs) to share data with your Property Management, Food & Beverage, Restaurant Reservation, Golf, Spa and other management systems, it presents real-time information to guests and eliminates the need to have staff re-enter data.

Do guests like ICE?

Yes! Guest usage consistently tops 80%.

Measure staff performance and ROI

It allows hotel managers to maintain and analyze everything. In real time.



Business Intelligence

Yield. Increase it. With ICS you'll have more information about your guests. More specific, usable information. Sort it by group, date range, guest and market segment and rate code. If you know who your guest is and what their RevPAC (Revenue per available customer) equates to, you can market to them and increase yield. Ever been able to do that before?

Request Manager

Guests can make service requests wherever they are. And request management can be more efficient and accountable. 80% more.

The screenshot shows the 'Request Manager' interface. At the top, there are options to 'Add Task' and 'Remove Task'. Below is a table of tasks with columns for Room No., Notification Group, Detail, Request Date & Time, Due Date & Time, Updated By, Updated Date & Time, and Status. A detailed view of a 'Housekeeping' request is shown, including fields for Name (Robert Johnson), Room # (219), Request Date (Today), Request Time (8:15), and Description (1 Towel, 1 Tissues, 1 Iron). A calendar icon for 'MAY 18' is overlaid on the bottom right.

Room No.	Notification Group	Detail	Request Date & Time	Due Date & Time	Updated By	Updated Date & Time	Status
219	Housekeeping	Item Request	Today - 8:55 PM	Today	JSchrader	Today	New
147	Housekeeping	Cleaning	Today - 7:35 PM	Today	ABlair	Today	New
16	Engi...					11:03 AM	New
39	Engi...					10:34 AM	Accepted
268	Guest					8:26 AM	Complete
189	In-Ro...					8:15	Accepted
23	In-Ro...						
98	Wake						
125	Hous...						

ICE Touch Points of Order and ROI – ICE Control System (ICS) Management Tool

Dynamic Menu Management

You can update your menus and pricing instantly! Whether based on season, meal period or type of food, changes are easy.



Account Manager

Assign user roles to employees and managers determining their views and access. For multiple properties, ICS's Enterprise application provides a central interface.

Content Control

In addition to menu management, you can make a host of content changes regarding hours, specials and many other areas. And Intelity's 24-hour support can guide your new staff members as needed.



Enhance Your Guest Experience and Enable Your Revenues

ICE is the only technology available through 5 separate, unified guest interfaces.

ice | tv

ice | lobby



ice | connect

ice | touch

ice | mobile

Any wonder why Intelity is the largest US provider of in-room guest services technology?

ICE has had test drives by over one million guests. And counting.

So, what do you do next?
Put your hotel on ICE.



www.intelitycorp.com

ICE Features

GENERAL

Multi-lingual

Customized Branding

Virtual Narrator Video

Rate Code Marketing via Banner Ad

Direct Mail Messaging

4 Day Weather Forecast

Customizable Content

Ticket Management

Room Service Revenue Management

Instant Guest Feedback

Performance and Usage Metrics

IN ROOM DINING

User Selected Delivery Time.

Real time Price Change Capabilities

Change Price for Items Types in one place (Price Levels)

Control of Item Price by menu

Select/Deselect Menu Items and Meal Periods

Allows Complex Dining Item Modifiers (Free, Maximum, Minimum)

Display Information Page

Display Customized Information for Food Items (Image, Nutrition, description)

Integrates with Existing POS

E-mail and Text Message Confirmation

RESTAURANT RESERVATIONS

Display Information Menus and Hours of Operation

Change Menu and Restaurant Content in Real Time

Offer Restaurant Specials – Person/Class Specific

Email and Text Message Confirmation

Pre Order or Order Now Options - Queued Request Delivery

GUEST SERVICES

Concierge Requests Sent Directly to Hotel Staff

Change Options Offered Through Concierge

MAPS & DIRECTIONS

Customizable 'quick-select' areas of interest

Guest has ability to view and email directions

Guest Can Select Start and End Points

RECREATION

Hotel Partner List of Recreation Activities

Ability to View and Make Golf Tee Time Reservations

HOTEL INFORMATION

Change Content, Descriptions and Offerings in Real Time

LOCAL ATTRACTIONS

View Entertainment, Museums, Sporting Events, Dining, etc

Change Content, Descriptions and Offerings in Real Time

HOUSEKEEPING

Laundry/Valet Request

Request items

Turndown Service Request

Clean Room Request

Engineering Request

Pre Order or Order Now Options - Queued Request Delivery

HOTEL DAILY EVENTS

Integrated retrieval of Reader Board information sorted by company name

Rate Code Display Feature for Displaying Groups

TRANSPORATION

View Airline Arrival/ Departure Information

Print Boarding Passes from In-Room

Taxi/Airport Shuttle/Limo Request

Pre Order or Order Now Options - Queued Request Delivery

VALET PARKING

Request Car From Valet

Pre Order or Order Now Options

Queued Request Delivery

WAKE – UP CALL

Multiple Wake Up Calls Set Per Guest

MY ACCOUNT

View Folio Charges

Change Language Selection

Express Check-out with E-mailed Receipt

ICE Features

BUSINESS INTELLIGENCE

Chart and Graph Display

Customized User Dashboard

Sortable by Date Range or Today

Sortable by Rate Code

Tracks All Guest Usage from Guest Facing Interfaces and Request Manager

Tracks all Dining and Restaurant Activity

Tracks and Measures ROI

Tracks Staff Performance

REQUEST MANAGER

Tracks all Guest Requests

Sortable by Status (complete, late, etc.)

Sortable by Assigned Status

Time Indicates Status

Ability to Add Tasks

Communicates to Staff & Ticketing systems

Manage Who Receives Notifications for Tasks

MESSAGING

Send Guest Messages Now or Later

Select Recipients by Everyone, Rate Code, Room Range and Ad Response

Receive Sender Return Receipt When Read

Track Value of Message Being Sent

Preview Message Status

ACCOUNT MANAGER

Add New Users

Assign Method of Notification (email or text)

Assign User Role – (Super Admin, Rooms Division, etc.)

Assign Unique User Name & Passwords

GUEST ACCOUNT

Preview All Active or Inactive Accounts

Filter Management (name, room number, etc.)

Add/Delete New Guests

Manage Ratecodes

CONTENT MANAGER

Advertising

Banner Advertising Control

Ability to Add/Delete Banner Ad's

Ability to Control Recipient Through Banner Ad Based on Rate Code

Ability to Serve Ads based on Number of Impressions

Ability to Control Dates of Ads Displayed

Ability to add Clickable Links to Ads

Daily Events

Create Lists of Companies

Import Company Logo

Select Who (Guests) Can View Events

Date Selection/Planning

Import Hotel Floorplans

Manage Type of Function

Manage Type of Event

Manage Meeting Room

Dining – In-Room Dining

Customize Section Titles

Enable / Disable Items

Manage Menu items, per Meal Period

Manage Option Sets

Full Content Control (nutritional info, price, description)

Manage Menu Images

Lead Time Selection

Dining - Hotel Restaurants

Customize Section Titles

Change Content & Descriptions in Real Time

Setup Request Notification Distribution

Add Action Button Selection for Reservations

Lead Time Selection

Website Link

Home Screen

Enable / Disable Background Images

Sort Order of Background Images

Manage Welcome Video

Control Virtual Narrator Recipient via Rate Code

Set Return Recipient for Viewed Messages

ICE Features

CONTENT MANAGER (cont'd)

Housekeeping Services

Customize Section Titles

Enable / Disable Items

Setup Request Notification Distribution

Manage Images

Login

Content Control Terms & Conditions

Content Control Error Messages

Content Control Main/Sub Text

Main Menu

Drag and Drop Sortable

Enable / Disable Sections

Manage Images

Media Library

Fully Stocked Image Library

Ability to Upload External Images

Ability to Sort by Section Type

Ability to Select Images

Image Search Capabilities

Ability to Add Video

Miscellaneous

Language Controls Activate/Deactivate

Terminal Report Access

View Comment Card Results

My Account

Comment Card Managements

Manage Comment Card Questions

TimeShare Site Tour

Manage Content

Manage Tour Times

Offer Gift Selection

Stores

Manage Spa, Dining & Housekeeping

Enable / Disable Stores

Manage Prices, Gratuities & Taxes

Set Default Lead Times for Staff Delivery

Add/View/Change Content and Images

Transportation

Customize Section Titles

Enable / Disable Sections

Setup Request Notification Distribution

Lead Time Selection

Manage Guest Confirmations

Manage Images

Airport Airports for Arrivals/Departures

Manage Airlines Sites for Boarding Pass Printing

Valet Parking

Customize Section Titles

Enable / Disable Items

Setup Request Notification Distribution

Lead Time Selection

Manage Confirmations

Manage Images

Wake-Up Call

Customize Section Titles

Setup Request Notification Distribution

Lead Time Selection

Manage Confirmations

Manage Images