

# Why **HOSPITALITY** Should Adopt the **FIBER TO THE ROOM (FTTR) STANDARD**

At Corning, we proudly support the development of technology to meet demands for a truly connected hotel experience. Together, we will find the strategic tools that will enable IT to drive business and increase revenues, while exceeding guest expectations.



## 29 Percent of Guests expect greater technology advancements.\*

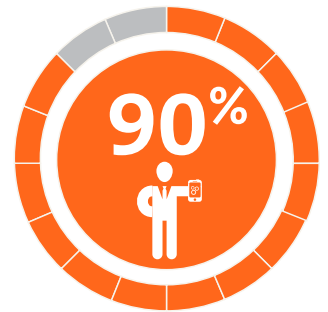
Customer satisfaction is key to running a successful and well-reviewed hotel. Today, both business and leisure travellers require access to consistent, unlimited Wi-Fi and cellular signal is as important as speedy check-in, a friendly staff, and a comfortable bed.

## 90 Percent of Hotel IT Managers agree that Wi-Fi is a “MUST HAVE”\*

As a result, guest room technology spending is on the rise in 2015 and will account for 17 percent of all IT investments; more than half of which will focus on upgrading bandwidth\*\*.

\* 100 North American hotel IT managers (multiple responses accepted)

\*\* HT Lodging Technology 2015 Survey



## HTNG endorses the FTTR standard

Hotel Technology Next Generation (HTNG) recently published “Fiber to the Room Design Guide, Version 1.5” to aid hoteliers in deploying optical networks in their properties. Among the benefits listed when deploying fiber optics to the edge are: the possibility of convergence of technologies, space savings, future proofing, and cost efficiencies.

A passive optical network (PON) will help you realize the greatest benefits.

Passive optical networks (PON) can provide the bandwidth you need now and in the future. Guest satisfaction is key to running a successful and well-reviewed hotel. Today, in addition to a speedy check-in, friendly staff, and a comfortable bed, this means access to consistent, unlimited Wi-Fi.



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## The Benefits of PON – Happy Guests, Happy Hoteliers

### Convergence

Wire it once—Built on an all-optical backbone, the Corning ONE™ Wireless Platform enables convergence of PON, Wi-Fi, cellular services, and more. This converged network uses dedicated fiber for multiple services, all in one cable to support your growing connectivity needs.

Beyond the bandwidth offered with fiber optics, PON can be utilized by hoteliers to converge technologies over one system. The common use of single-mode fiber cabling offers cost efficiency and improved network stability.

The infrastructure offers resilience and flexibility to support applications including:

Smartphones (DAS)	IPTV and RF Video	Wi-Fi Access Points
VoIP Phone	Building Automation	Security Surveillance

### Space Savings

Converging multiple applications over one or two strands of single-mode fiber carries the additional benefits of space savings and the increase of distance between the guest room and IT closets. In fact, closets and all of their equipment can be replaced with smaller fiber enclosures that require limited power and cooling or none at all. Beyond the operating expense reduction, the addition of space may lead to the possibility of additional rooms (revenue), storage, or guest services. Space savings are also realized in running the cable both in the vertical and the horizontal, reducing the weight and support requirements.

Bend-insensitive technologies, such as our Corning® ClearCurve® optical cables, allow the horizontal fiber to the room to be installed in a similar manner as traditional copper. As such, installers can follow traditional pathways to the room, and use traditional installation procedures within the room to the optical network terminal.

### Future-Proofing and Cost Efficiencies

Optical fiber allows for a more robust network infrastructure with the ability to offer higher bandwidth for guest use translating into a potential revenue stream. The virtually unlimited bandwidth of fiber allows capacity to be available to handle traffic spikes that result from large group meetings, conferences, or gatherings that are hosted at the property, another source of income. Further, because the platform acts as a neutral host, the cost of deploying additional networks for additional applications is reduced or eliminated. The active components at edge are modified or upgraded, the fiber backbone remains. With each new application and upgrade, the useful life of the infrastructure and TCO (total cost of ownership) shows better value.

Financial attractiveness for operating the asset is increased with lower operating costs, such as in power consumption. As active components and equipment are reduced, the cost of power is reduced.

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