

Self-Service for the Hospitality Industry

IBM e-access integrates IBM Anyplace Kiosks For Hospitality

Built on the proven IBM Anyplace kiosk

- Low cost entry point
- Modular design for both freestanding and countertop models
- Room key encoder options
- Compliant with IBM's proven CUSS compatible middleware
- Backed by IBM's Kiosk Manager monitoring software
- Two standard models:
 - S1 - countertop with 4 1/2" wide paper roll
 - S2 - freestanding with 8 1/2" wide paper roll



*Freestanding kiosk - Model S2
with 8 1/2" paper roll.*

IBM e-access strengthens its kiosk design for hospitality by incorporating the proven IBM Anyplace Kiosk technology

Customer self-service is a wave sweeping across the travel business. It is very possible that your guest has already experienced self-service check-in via air travel.

In the hospitality sector, self-service provides the potential for competitive differentiation and advantage. To this end, IBM is providing leading hospitality corporations with self-service kiosks that allow guests to both check-in and check-out.

With a great range of affordable self-service kiosks, outstanding software, and proven applications and services, IBM is the one-stop provider who can help you make a difference. A difference that guests will notice, that will help bring them back time after time.

Giving everyone what they want

What *guests* really want, is fast, seamless transit through a hotel. To quickly and easily check-in, input or change their loyalty card numbers and receive their room keys. To review their folio and check-out. All in one stop.

What *you* want, is to offer a great service experience and provide your guests with more choice, more options. You want to reduce the lines for your guests. To make self-service become the channel of choice for the majority of guests so that your own staff have more time to provide the human touch.

IBM can do all of that. We can create the 'win-win' for you and your guests.

Plus,

IBM is a thought leader with the IATA Common Use Self-Service (CUSS) implementation standard, so your investment with IBM and self-service will have long term protection. What is more, we have linked into other check-in technologies like web and wireless devices. We are attacking the cost of the process. We have a lot of ideas on improving the customer experience.

and...

We are delivering solutions with a large number of your colleagues in the hospitality and travel industries. Come and join us.

An IBM Self-Service Solution delivers a robust, high-quality, CUSS capable, self-service product to your guests.

IBM e-access and Self-Service Kiosks

IBM's kiosks are installed world wide, with a range of customers.

Hospitality customers include Hilton Hotels, Marriott International, Starwood Hotels and Fairmont Hotels. Other customers include British Airways, United Airlines, US Airways, KLM, jetBlue, Air New Zealand, Gulf Air, Southwest Airlines, Air Canada, McCarran Airport, Vancouver Airport and many others.

We have expanded upon a great product with a new kiosk range designed to provide more choice, more options and more flexibility.

The new kiosk combines the benefits of the IBM Anyplace kiosk with IBM CUSS capable middleware and monitoring software.

Features of the IBM Self-Service kiosks:

Designed to meet your application needs today and tomorrow

- for check-in and check-out

Standard components

- IBM Anyplace Kiosk (see Brochure G210-7045-00 for full details)
- Motorised card reader and room key encoder
- Thermal printer
- Integrated sensors for doors, locks and paper paths

Optional devices available

- Barcode scanner
- Room key dispenser (one or two stacker options)
- 3 in 1 reader/encoder/dispenser
- Signature capture pad
- Smart card reader / with pinpad for Chip & PIN
- Wireless adapter

Software platform included

- Windows XP operating system
- Fully compliant with the current CUSS standard
- IBM Consumer Device Services integrated diagnostics

Remote monitoring of kiosks using IBM Kiosk Manager



Countertop kiosk – Model S1

A great kiosk product backed by IBM Consumer Device Services and IBM Kiosk Manager.

IBM Anyplace Kiosk

The IBM Anyplace Kiosk is backed by IBM's world wide support capability.

This kiosk combines robust, computing power provided by an Intel Celeron Processor, and optional peripherals in a slim, tapered design. State-of-the-art infrared (IR) touchscreen technology provides exceptional image quality and helps ensure rapid, accurate, self-service transactions. To interact with the IBM Anyplace Kiosk display, customers can use a fingertip, fingernails, gloved fingers, stylus or credit card. A higher contrast ratio and reduced glare offer improved screen visibility, even when positioned in brightly lit environments.

An integrated mini-PCI slot enables advanced, high-speed, wireless LAN connectivity. USB and serial ports accommodate a variety of external peripherals. The magnetic stripe reader and optional barcode scanners connect via internal ports.

To cope with the requirements of the hospitality industry, this kiosk features a rugged, durable exterior. It is designed to withstand frequent usage and rough handling, with a sealed, spill-resistant display.

The kiosk is integrated into the IBM e-access countertop or freestanding design, together with the appropriate components such as room key dispenser and printer.

Common Use Self-Service (CUSS) Standard

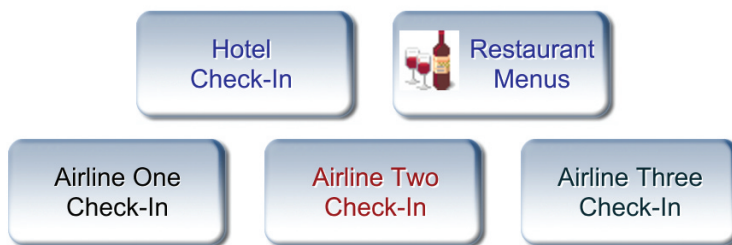
Though CUSS was initiated by the airline industry to minimise the number of single vendor kiosks, there are implications for all businesses with e-transaction potential. Using standardised applications and hardware allows your guests to use a single kiosk for hotel check-in, hotel check-out and airline check-in.

The ability to provide a CUSS platform is based on the capability of the kiosk middleware. This is where the IBM family of products scores, hands down. Our product, IBM CDS, is out there working with a large and growing number of hotels, airlines and airports.

On a kiosk running multiple applications, the first thing the guest will experience is

the menu that is part of the Common Launch Application (CLA). The example on the left shows a demonstration CLA screen incorporating check-in applications for a hotel, a number of airlines and a button for concierge services. The guests just touch a button to initiate the application they require. The concierge services can be standard web applications managed by a component of our CDS software - IBM NetCDS (see our 'IBM NetCDS' brochure for more information).

Please make your selection.



Example of a common launch screen

IBM Consumer Device Services (CDS)

The CDS middleware components offer:

- Full separation of the application from the hardware in the kiosk
- Customisable applications
- Emerging technologies
- Problem notification of both device and application status
- Diagnostic kiosk support

CDS helps to drive high availability. CDS eases application development. CDS takes care of the interface to CUSS.

Kiosk Management Services and IBM Kiosk Manager*

IBM Kiosk Manager is a must if you have a network of kiosks. Kiosk Manager provides remote systems management and monitoring capability right from the time the self-service kiosks are rolled out.

IBM Kiosk Manager provides a number of services, including:

- *Real-time device monitoring* – Every device in the kiosk must work. If there are any problems, you want to know immediately. Kiosk Manager provides alert information and the ability to monitor devices remotely.
- *Link to Corporate system management platforms* – Kiosk Manager can link into your corporate systems management software of choice (includes Tivoli, Netview and Openview).
- *Application statistics gathering* – To know how your kiosks are being used and by whom, information you need is stored for report generation and analysis.
- *Scheduler support* – Kiosk Manager allows for commands to be scheduled and executed at the kiosk at times selected by you.
- *Web enabled viewing* – Kiosk Manager provides access to view your kiosk network remotely, which helps drive up availability and usage.
- *CUSS capability* – Kiosk Manager separates the public (platform provider) and private (application provider) event information for analysis. Kiosk Manager can manage all of your kiosk activity, both CUSS and non-CUSS.

* For more information on KM, ask to see our 'IBM Kiosk Manager' brochure.

IBM Kiosk Manager does more than just manage the day-to-day operation of your kiosk application. It provides the information you need to make smart business decisions.

Self-Service Hotel Application

The IBM e-access team can work with you to develop a check-in, check-out application to meet your guests' needs. It will be developed to the latest IATA CUSS standard providing flexibility for the future.

The application will interface directly with both your PMS and card key applications. IBM will provide a generic messaging specification which simplifies the process. The application functions include:

- Guest identification (via credit card, loyalty card, confirmation number)
- Individual and group check-in
- Room type change / bed type change
- Room upgrade
- Loyalty information change / loyalty points display
- Payment method change
- Room key encoding
- Room directions printing / Coupon printing (e.g. free breakfast)
- Split folio charges
- Folio review / printing / e-mailing
- Guest survey
- Room key based on loyalty tier / gift choices for elite tiers
- Multi-language support

Other optional services can be provided.

Fairmont Reinvents the Check-In Experience with Innovative Kiosk Solution

TORONTO June 7 2005 - Building on its rich history of technology innovation, Fairmont Hotels & Resorts has embarked on a plan to revolutionize the guest registration by installing self-service kiosks in its hotels in North America. Deployed to service the ever-evolving expectations of business and leisure travelers alike, the latest technology initiative has commenced with an installation at Toronto's Fairmont Royal York. A rollout to outfit other Fairmont properties with the kiosks will follow later in the year.

Aimed at offering both choice and transparency to its clientele, Fairmont's kiosks include an innovative and original guestroom selection feature; a first within the hotel industry. Based on the initial reservation and pre-confirmed preferences, the guestroom selection feature, similar to the seat selection functionality offered by airline kiosks, will enable travelers to visually select a hotel room of their liking from a graphical map.

"At Fairmont, we take great pride in our ability to deliver technological innovation that improves the guest experience," says Vineet Gupta, vice-president of technology at Fairmont Hotels & Resorts. "We were the first hotel company to offer high-speed and wireless Internet access on a brand-wide basis. Now we're building on our core technology platform to provide our guests with the most sophisticated self-service solution in our industry."

As a luxury brand, committed to utilizing the most comprehensive and innovative technology services available, Fairmont partnered with IBM, one of the world's foremost leaders in advanced technologies, to deliver its tailored kiosk solution. The Fairmont Hotel Check-In solution is based on IBM's proven e-access Hotel Check-In Kiosk. IBM provided the kiosk hardware, middleware software, application development, and will also provide ongoing monitoring and management of Fairmont's kiosks.



Fairmont's self-service kiosks enable guests to efficiently check-in and out, personally select a room, receive their room key, and instantly enroll in the brand's guest loyalty program, Fairmont President's Club. Other advanced services and features of Fairmont's self-service kiosk solution include:

- **Airline Check-In:** In conjunction with Air Canada, hotel guests will soon be able to use Fairmont's hotel-based kiosks to electronically check-in and obtain a boarding pass for any Air Canada flight, before departing for the airport.
- **Group Travel Features:** As a component of Fairmont's digital arrival, meeting planners will have the ability to publish customized welcome messages and up-to-the-minute meeting agendas for conference delegates and meeting attendees.



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Further Information

For further information on IBM e-access solutions, please visit www.ibm.com/kiosk or send us an email at eaccess@ca.ibm.com