

Checking Into The Broadband Hotel

Broadband Properties List Of Technology Companies Serving The Hospitality Industry

By Broadband Properties Staff

Adaco Services, Inc.

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Contact: Mr. Patrick Welch, VP & Managing Director

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What they do: ADACOeclipse is a complete single/multi property procurement, materials management and operational control software solution handling food, beverage and general stores. The optional Corporate Management System allows a company to administer national or regional contracts while standardizing procurement, cost control and compliance procedures at the corporate or property levels.

What makes them different: ADACO has been providing a full spectrum of exceptional procurement and operational control solutions to hospitality leaders since 1985. The seasoned management team at ADACO has over 126 years of experience working closely with industry professionals in 48 countries around the world.



Atlantic Fire Service

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Contact: Todd Abrams



What they do: Atlantic Fire Service, servicing the NJ, NY, CT and PA areas for over 41 years, is a fire detection and suppression company that services, installs, inspects and test such things as Carbon Monoxide Detection Systems, Fire Alarm Systems, CCTV, Card Access Systems, Emergency Lighting, Kitchen Detection and Suppression Systems, Sprinkler Systems, and Extinguishers.

What makes them different: Fire and security systems are an important aspect of any company. Especially with the attacks on 9/11 and the recent fires around the country, people are more aware of the seriousness of being prepared. For over 40 years, Atlantic Fire Service has been providing hotels and businesses with the detection and suppression systems for the NJ tri-state area.

Bartech Systems International

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Contact: Daniel Cohen, President and CEO



What they do: Bartech is the leading provider of automated minibars for the hotel industry with over 100,000 units installed in 35 countries worldwide. It offers more than 120 open-display e-fridge models with the option of wireless capability. Hotels can choose from several standard cabinet finishes, or choose a custom finish that matches the existing in-room furnishings. Each e-fridge unit is equipped with sensors on which products are placed. When a guest removes an item, the system instantly sends a message to the hotel's property management system (PMS). If the item is not replaced within a pre-set time—typically 30 seconds—it is charged to the guest's folio. When the hotel chooses a wireless infrastructure, the e-fridge is given an IP address; which allows it to communicate via wireless access points with the hotel's central unit. Bartech's automated system reduces labor costs, increases revenue, and enhances guest services.

What makes them different: Bartech has installed the world's first wireless minibar network, reinforcing the model that wireless is the future of hotel applications. The wireless infrastructure eliminates the need for costly hardwiring as well as enables greater flexibility in positioning the e-fridge within the room. With a wireless system, hotels can leverage an existing HSIA network to facilitate the e-fridge installation. Wireless refreshment centers provide a dramatic cost savings for hotels that already have a wireless system in place. For those hotels that do not have a wireless communication infra-

structure, choosing to go wireless provides a foundation for additional applications.

coaXmedia

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What they do: coaXmedia, Inc. makes it easy and affordable for hotels to offer quality, high-speed Internet access to guests. Our solution utilizes existing in-building coaxial television wiring to distribute Internet access throughout a property, so there's no costly installation or re-wiring required. The coaXmedia system supports all typical Ethernet backhaul connections (T1, wireless, cable, DSL, fiber) and does not interfere with existing services such as analog and digital cable TV, Video-On-Demand and Pay-Per-View. Using coaXmedia's web-based management system, hotel staff can easily enable/disable guest Internet usage. The coaXmedia system consists of a broadband gateway and access appliances. Each gateway can connect up to 256 individual subscribers attached via access appliances. The access appliance, connected to the system through the guestroom coax wiring, provides Internet connectivity through the use of an Ethernet interface. Common area hot-spot functionality is also available. coaXmedia offers installation services and toll free technical support 24/7/365.

What makes them different: In today's competitive marketplace, high-speed Internet service is key to attracting and retaining corporate clients as well as business and leisure travelers. coaXmedia provides a simple, cost-effective solution that works. Our patented plug-and-play

technology uses the existing in-building coaxial cable to distribute high-speed data throughout the property, making it an innovative retrofit solution that's perfect for new properties too. Since no rewiring is required, the system can be rapidly deployed at an affordable price point, with minimal disruption to hotel property, operation and guests. By design, coaXmedia makes it easy for hoteliers to offer top-quality, reliable broadband access through an affordable solution that is scalable to meet growing competitive market demands. Experience what hotels using coaXmedia's solution are realizing: Increased property value, guest satisfaction and loyalty, Revenue per Available Room and overall profitability.

IP3 Networks, Inc.

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Contact: Mike Lee, President & CEO



What they do: IP3's NetAccess™ for Hospitality enables hotels and service providers to overcome the challenges encountered by HSIA market pioneers. NetAccess™ delivers reliable, easy-to-use Internet access with zero end-user configurations and the industry's most robust support for meeting rooms and virtual private networks (VPNs). NetAccess™ is a network appliance that performs all DHCP, NAT, Web Portal and billing roles for the HSIA network with full support for direct guest room billing to the hotel's PMS system. An intuitive web-based management tool makes NetAccess™ simple to configure. Billing options include radius, credit card, local username/password database, pre-paid access codes and PMS billing. Guest web

portals are completely customizable and can be configured with different content, billing and bandwidth rate control in each area of the hotel (i.e. credit card access to lobby hotspot and \$9.95/night billed to PMS in guest rooms...both with unique content or advertising).

What makes them different: IP3 NetAccess™ gateways enable auto-provisioning, billing and access control for high speed Internet access (HSIA). Now that the hospitality industry is adopting HSIA as a standard guest amenity, service providers and IT decision makers are moving quickly to control the solutions being installed in order to maintain quality levels and ensure guest satisfaction. IP3 has been recognized for its quality, ease-of-use, reliability and the company's dedication to the hospitality industry. NetAccess™ is now on the short list of hotel decision makers' world wide as they evaluate HSIA solutions. IP3 has compatibility with a long list of PMS vendors and HSIA equipment manufacturers. Unlike competitive solutions from Cisco and Nomadix, IP3 products are built on an embedded Linux operating system so development cycles are rapid and the products are very reliable. Designed by network engineers for network engineers, IP3's NetAccess™ is the most robust platform for HSIA access control and billing.

ON DEMAND

877-ONLYCABLECAN

www.onlycablecan.com

on demand.
onlycableCAN.

What they do: On Demand is an entertainment service exclusive to digital cable and offers a wide variety of viewing options – including movies, cable series, original programs, premium channels, news, sports and more. It gives digital cable customers the freedom to watch what they want when they want.

What makes them different: On Demand gives TV viewers access to a "central server" filled with a library of entertainment and information any time of day. Customers control what they watch and when with VCR-like features such as play, fast forward, rewind, stop, save and resume.

On Demand provides an extensive library of entertainment and informative programming with the simple push of a button. Watch time-tested movies, indie and cult classics, recent hits, dramas, comedies and action films. From classic cars to travel, wines to yoga, enthusiasts and novices can learn about their favorite topics. Relive favorite sports moments from Wimbledon to the World Series. Check out favorite TV Food Network shows, PBS kids programs or "how-to" shows. Watch world-class events, concerts, family originals or special series on Showtime On Demand and HBO On Demand. From BBC America to CNN, On Demand offers 'round the clock options to viewers who want to find out the latest news around the world.

On Demand is available nationwide to digital cable customers and is typically included in the monthly digital cable fee. Many program offerings are available at no additional charge to the digital customer, while others are available for a reasonable fee for viewing, ranging from about \$2.95 to \$4.95. Digital cable customers just need to simply navigate an on-screen menu and hit play – there is no additional equipment necessary. To find out more about On Demand availability, local listings or to order this digital cable service, visit www.onlycablecan.com.



PixelAlbum

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Contact: Dave Pitcher, President



What they do: Have you ever run out of memory on your digital camera while on holidays? Don't delete those precious family memories. Pixelalbum just launched a new online photo album service where travelers staying at participating hotels can upload their images to our secure website. IBM provides the high level of security and regular back up mechanisms that ensure that treasured memories are never lost or stolen. Once consumer returns home they can conveniently download their vacation memories. Pixelalbum provides each hotel with the required software and units needed for installation.

Convenience is a consumer expectation in today's fast pace world. With over 25% of Internet capable homes worldwide owning and using digital cameras, the next logical step in the evolution of this every growing market place is Pixelalbum.

What makes them different: Digital Camera owners will book with hotels that are currently offering Pixelalbum's value added service. Hotels offering Pixelalbum's convenient service will be saving their guests hundreds of dollars in internal memory and eliminating the need for them to travel with additional external peripheral storage devices.

Market research shows that digital camera owners will quadruple by the year 2005. Pixelalbum's unique point of sale marketing allows us to promote those hotels within our network. By capital-

izing on this ever-growing market, your hotel will be exposed to over 25 Million consumers potentially increasing room revenues and creating a new market niche for your hotel.

PrinterOn Corporation

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Contact: Colleen Dietrich, Public Relations Manager



What they do: PrinterOn's Guest Printing Services enables guests to print simply from a laptop, cell phone or wireless PDA to a hotel printer. A software only solutions that is low-cost and easy-to-install, that hotel guests will use and return for. PrinterOn works with existing hotel printers with no additional hardware requirements. Includes a fully customizable print portal branded to your hotel standards. Customizable Guest Awareness Marketing Kit and Hotel Staff Training tools available free. Enable your guests to print simply at your property.

What makes them different: By 2005, it is predicted that there will be more people wirelessly connected to the Internet, than wired. And the mobile device market is growing. The availability of affordable wireless computing devices, low-cost wireless home connections and the rise in public hot spots are driving the use of Wi-Fi beyond the office. Business travelers are coming to expect a mobile office environment and services while at their hotel. The need for hard copy of digital documents from a mobile professionals laptop or PDA can be crucial. PrinterOn's hotel guest printing let's guest's print easily wired or wirelessly, while in the privacy of their room to a centrally located printer elsewhere in the hotel.

STSN

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Contact: Sandra Richards, Director of Marketing

STSN

What they do: STSN is the leading global provider of secure broadband-to-go for business at premium locations such as hotels and conference centers. STSN's premium iBAHN™ wired and wireless solutions provide increased productivity and connectivity options to business travelers and meeting planners worldwide with secure, reliable, easy-to-use, broadband connections in more than 800 hotels in North America, Western Europe and the Asia-Pacific region including more than 225,000 guestrooms and hotel meeting rooms. STSN supports more than 1,000 broadband-enabled conferences and meetings each month.

STSN is the only provider to receive "preferred provider" status from Marriott International. STSN has been named a preferred provider for Hilton-branded properties in North America and sole provider for Hilton in the UK.

STSN has also entered into key roaming agreements with various partners to provide ease of use for subscribers; drive more corporate business travelers to partner hotels; and bring the value of a wider network of locations to its roaming partners.

What makes them different: As broadband access becomes ubiquitous, including the growth of home high-speed availability, business travelers will become accustomed to having broadband available whenever, wherever they need it. It will become increasingly important for hotels to meet the unique needs of business

travelers not only high-speed connectivity, but and easy-to-use broadband service that also deliver enterprise-grade security to keep business travelers' personal and corporate data safe.

STSN is focused on the unique needs of corporate business travelers, their IT departments and the hotels at which business travelers need to connect. STSN consistently delivers on its promise to business travelers to provide security, speed ease-of-use and support; and by providing hoteliers the pricing and technology flexibility they need to be competitive.

StayOnline, Inc.

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What they do: StayOnline®, Inc. is an Internet Service Provider offering turnkey Wireless high-speed Internet access solutions exclusively for the hospitality and lodging industry.

What makes them different: StayOnline® is widely considered the most experienced provider of wireless, full property coverage solutions today. StayOnline® was the first provider to develop a turnkey wireless solution. Cheaper, faster and increasingly more robust, wireless technology is the perfect technology for the lodging industry. In mid 2003, all StayOnline Wireless hotels solutions were officially certified through the Intel® Centrino™ Wireless verification process.

StayOnline® maintains relationships with some of the industry's foremost Hospitality Management companies. Among these are CNL, Lane Hospitality, Hardin Capital, Davidson Hotel

Group, RIM Management, Pineapple Hospitality, Noble Investment Group, and Coakley Williams, to name a few. StayOnline® also holds distinction by holding preferred or approved provider status with Hilton, InterContinental Hotels Group, Marriott, and Historic Hotels of America. StayOnline's impressive customer base includes properties in over thirty national and independent lodging brands. As of the end of calendar year 2003, StayOnline® had installations in over 200 hotel properties in the US.

StayOnline is proud to associate with such respected names in the technology world as Intel®, Microsoft®, Cisco (Premier Certified Partner), Sun Microsystems, Ipass, Boingo, AT&T Wireless, PrintMe, and Paradyne.

Headquartered in Atlanta, Georgia, StayOnline operates the largest, 100% Wireless (full property coverage) Hospitality footprint in North America. By listening to experienced hoteliers across the country, and investing countless hours and dollars in research and development, we have designed a Wireless High Speed Internet Access solution that addresses not only the immediate need of cost-effective, secure guest connections, but squarely positions our clients to take advantage of new and emerging technologies and features as they appear on the market.

SuiteSpeed

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Contact: David Shanks, Director of Business Development



What they do: SuiteSpeed provides reliable, secure, scalable and cost effective wireless and wired high-speed Internet access solutions to

the hospitality and conference center industries. Using state of the art Wi-Fi technology, SuiteSpeed's products offer its customers a proven return on investment (ROI) combined with a superior high speed Internet access (HSIA) product offering that is quickly deployed and easily managed.

Proven ROI: By offering SuiteSpeed's HSIA products, hotels can generate incremental revenue through Internet access fees and realize increased occupancy rates with this value-added service.

Superior Product Offering: With SuiteSpeed's SuiteLink™ gateway, the hotel has complete control of the high-speed Internet offering, enabling the hotel to customize price plans and bandwidth allocation for its guests.

Quickly Deployed and Easily Managed: On average, installation of SuiteSpeed at a hotel property is completed in two days, enabling the hotel to offer the service immediately.

Other features include: VPN security, meeting room scheduling, remote access management, opening portal page, PMS integration, reporting and more.

What makes them different: High-Speed Internet Access (HSIA) has become a requirement for today's business traveler. HSIA must offer easy, reliable, and secure connections at an affordable price, enabling guests to be productive during travel. With a focus on incremental revenue generation and measurable ROI for the hotel, SuiteSpeed offers a variety of solutions to fit the needs of the hotel guest and the hotel operator. With high performance systems, proven technology, and customer-focused solutions, SuiteSpeed helps improve the guest experience and build hotel loyalty. SuiteSpeed's unique management feature of the SuiteLink Gateway gives the hotel total control over user access, bandwidth, payment options, and con-

nection duration as well as provides unparalleled management control and real-time revenue reporting from any remote location. SuiteSpeed's customer brands include Courtyard by Marriott, Holiday Inn, Best Western, Radisson, Embassy Suites, Days Inn, Fairfield Inn, TownePlace Suites by Marriott, and Hampton Inn & Suites, as well as many boutique hotels.

Teledex

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Contact: Dean Compoginis, Director of Marketing



What they do: Teledex ExpressNet utilizes existing phone wiring to deliver up to 15 Mbps broadband directly to Teledex guestroom telephones. The patented ExpressPort™ adapter snaps to the bottom of Teledex phones, making the in-room installation neat and easy. The unique single-cable connection eliminates tangled wire mess. ExpressNet WiFi

wireless access points enable the expansion of ExpressNet service across the entire property, delivering dependable, easy-to-manage wireless capabilities to public areas and meeting rooms.

What makes them different: ExpressNet keeps costs down so that any property can deliver the #1-requested technology amenity, high-speed Internet access, without breaking the bank. What's more, because the patented ExpressPort adapter attaches neatly under the phone, precious desk space is conserved, with no additional equipment cluttering up the desktop. As Teledex is by far the dominant supplier of hotel guestroom telephones, with over 7 million phones installed worldwide, ExpressNet enables

broadband delivery to the largest installed base of hotel phones.

Tut Systems

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Contact: Steve Galletly, Director of Channel Sales



What they do: Business class hotels have offered high-speed Internet access (HSIA) for years. Today, HSIA is a "must have" amenity for any hotel, regardless of size. All major hotel brands will have made HSIA available to their guests by the end 2004. Today, even small and mid-market hotels and motels are finding the need to offer HSIA so they can remain competitive. Two of the greatest benefits of HSIA are improved guest satisfaction and higher revenue per occupied room. And while there are several products already on the market, the optimal solution must be inexpensive, reliable, secure, easy-to-install and non-intrusive to existing phone and other services. This solution has to be integrated and optimized so that each component is verified and works together.

What makes them different: The Express Internet Package from Tut Systems consists of High Speed network equipment, Expressway™ Service Management Platform (SMP) Installation guide, Internet access instruction card for each guest/conference room, a Marketing Kit (it's going to be a generic kit for guest and service providers), and the Expressway™ Service Management Platform that is the centerpiece of the Package. It supports "plug-n-play" Internet access as well as extensive authentication and billing options.

The package also includes Expressway™ SMP which is a compact platform that includes both the system and subscriber management databases in a single wall or rack-mounted unit. The unit also includes such things as a Secure VLAN switch, a full suite of subscriber management features, and a user-friendly Web GUI for configuration and management.

The Expressway™ SMP is a highly integrated solution tailored specifically for small to mid-size hotel properties. It aggregates Internet traffic from/to Tut's Espresso systems that use existing telephone lines, conventional Ethernet wiring systems, and/or 802.11 a/b/g Wi-Fi transmission systems in any mixed network configuration.

Key benefits for the hotel chain and vacation travelers include the ability to send and receive email with shorter upload/download times, reliable connections to secure sites such as a business traveler's Intranet or Extranet, as well as high-speed access to enjoy Internet Streaming Audio and Video. "Tut pioneered HSIA for hotels and for many years has been a leading supplier of HSIA equipment to service providers and integrators worldwide" says Greg Ioffe, vice president and general manager of Tut's Private Broadband Networks division. "The Expressway™ SMP and our Internet Expressway™ Package provides an integrated and cost-effective high-speed Internet solution that offers a greater degree of flexibility to hotels and its guests."

Expressway™ Service Management Platform and the Express Internet Package are available for order immediately from Tut distributors and solution providers and will begin shipping in second half of February.



Unisys

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What they do: Unisys: Building Broadband Solutions. All hotels and conference centers, from economy to upscale, must support business travelers who need to be connected to their home office e-mail and other Internet services. As a result, facilities are providing high-speed Internet access (HSIA) in guest and conference rooms. This includes not only the basic capability to "plug-in" laptops on the Internet, but also customized applications and specialized equipment that enable facilities to deliver services and information to travelers. At Unisys, we call this solution InRoom Connect (IRC).

What makes them different: InRoom Connect offers a choice of solutions such as the IRC BRONZE with plug-and-play Ethernet access, network design, hardware procurement and installation, help desk, network monitoring, maintenance and training; IRC SILVER (IRC Bronze, plus custom property portals); and the IRC GOLD (IRC Silver/Bronze, plus in-room thin-client terminals).

Optional solutions consist of InRoom Connect Video-on-Demand (VOD), which rides on IRC Bronze Ethernet network to deliver robust, fully digital in-room video such as first-run movies and other content. (Under development as a key add-on service; not yet commercially available); and InRoom Connect Meeting Room Support, which leverages the IRC Bronze Ethernet network to provide on-demand consulting services to meet the unique IT needs of convention groups.

Wayport, Inc.

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**Contact: Drew Wolle, Content Manager,
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What they do: Wayport is a leading provider of high-speed WiFi (802.11b) wireless and wired Internet access in more than 700 hotels worldwide, including such brands as Four Seasons, Loews, Wyndham, Hilton, Marriott, Sheraton, Doubletree, Embassy Suites and more. Wayport offers a comprehensive, full-service solution including customized software, hospitality-trained 24x7 technical support, a dedicated meeting-sales team, comprehensive marketing, network monitoring, repair & maintenance and more. Wayport's extensive experience providing wired and wireless service in hotels, as well as WiFi service in major airports and recently in select McDonald's restaurants nationwide, makes the company a leader in keeping today's business traveler connected and productive while away from the home and office.

What makes them different: Since 1996, Wayport has been the leader in serving the connectivity needs of the business traveler in hotels. Wayport's success is due to our experience in offering unparalleled wired and WiFi solutions, back-end support, sales and marketing, flexible business modeling, and other factors that help ensure the success of Wayport's hotel partners. Wayport has taken a strong leadership position in the industry in terms of aggressive deployment, WiFi roaming agreements and value-added services such as providing cutting-edge

digital media to travelers. Wayport has WiFi roaming agreements with Verizon Wireless, AT&T Wireless, SBC, Sprint PCS, MCI, iPass, GRIC and Boingo and was the first provider to forge such relationships. Wayport also has led the way in providing compelling services such as full-content digital magazines and newspapers via its service—including USA TODAY, The New York Times and BusinessWeek, with more to come in the near future.

WizCom International

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What they do: WizCom International, a division of Cendant Corporation, is the leading provider of switching services to the hotel and car rental industries. Founded in 1987, WizCom provides GDS, Internet connectivity, and data management services. Our products include such things as The WizCom Switch: a cost-effective and reliable interface that connects a central reservations system to the Global Distribution Systems; Hotel Cache: A revolutionary new process to help reduce the impact of duplicate reservation requests on CRS capacity; EasyAccess Plus RATEMANAGER: The latest enhancement to this suite of products that allows hotel groups to transmit multiple hotels rates to all distribution channels in a matter of seconds; Commission Management Services: A comprehensive commission management service providing state of the art technology, flexibility and convenience for hotel, car, cruise and tour operators wishing to

streamline their commission processes; and Jumpstart: A web based electronic distribution system of global car, hotel and airline inventory for tour operators and travel sites through one simple and cost effective source.

What makes them different: The latest releases of Hotel Cache and EasyAccess Plus Rate Manager products underscore WizCom's continued leadership in the development of technology solutions for the rapidly changing travel distribution marketplace. From its pioneering days in the development of the original 'Switch' technology to the present, WizCom continues to offer its hotel and car rental clients the most advanced technology in the industry.

EasyAccess Plus RATEMANAGER: is designed to allow customers to transfer their rate information simultaneously to multiple GDSs through one entry point, rather than separately to each GDS as was formerly the alternative. Clients are now able to create a profile of specific negotiated rate codes at the chain level, which can then be transferred and activated at the property level. By routing the data through a single interface, EasyAccess Plus—RateManager significantly improves the accuracy of the rate information being delivered. What once took days of manual input and associated errors can now take a matter of seconds.

Hotel Cache: Responding to the increased burden on CRS capacities, caused by the rapid increase in web based reservation requests, Hotel Cache now offers hotel groups an easy to implement solution to help reduce its CRS maintenance costs. The new technology intercepts and responds more efficiently and quickly to multiple, yet identical requests for its room inventory received during a specific time period. Requiring no modifications to the CRS for its implementation, the Hotel Cache is controlled through parameters established and changeable at the client's discretion.