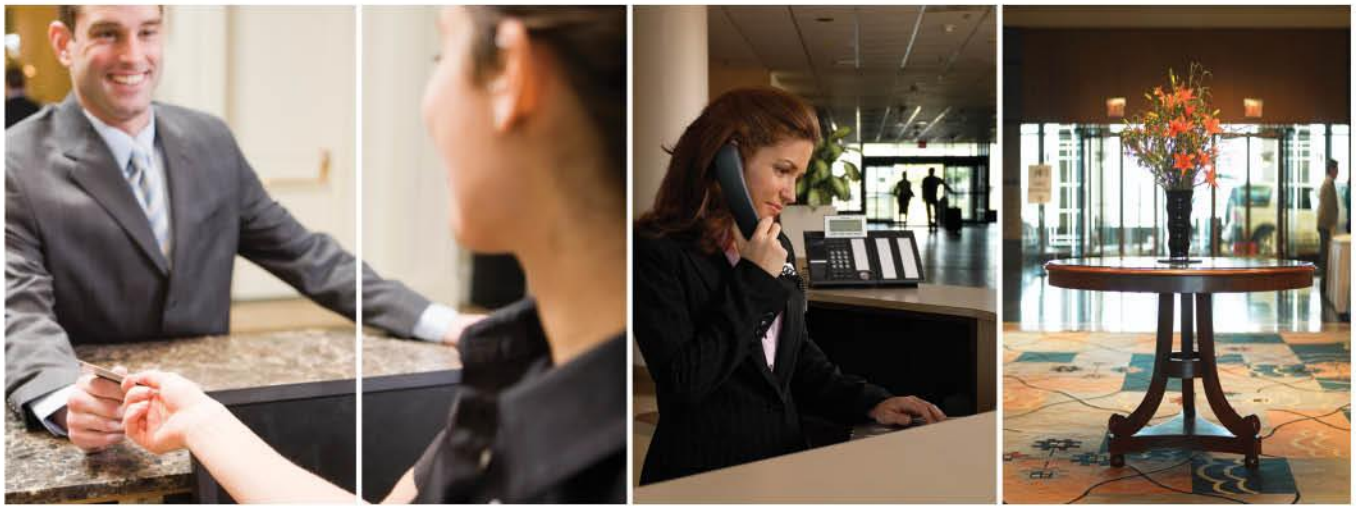


Enhanced Communications and Productivity Solutions

For the Hospitality Industry



Authorized Dealer Info and Logo Here

Panasonic ideas for life

Complete end-to-end solutions

In the never-ending quest to improve RevPAR and occupancy rates, your communications system might just be your most important asset. Panasonic offers comprehensive hospitality industry solutions that are reliable, affordable and flexible—allowing you to be more responsive to your customers, stay better connected to remote and mobile staff, and to quickly and effectively adapt to the challenges of an ultra-competitive marketplace.

How can I improve operational efficiencies and employee productivity?

Solutions

Unify staff and guest communications with a single telephone system. Link employee home phones, cell phones, wireless devices and network cameras. Integrate reservations, messaging systems administration and call accounting with telephone system.

Benefits

Elimination of costs and inefficiencies due to multiple phone systems, walkie-talkies, closed circuit cameras, etc. One system from Panasonic with corded and cordless phones unites your staff, guests, and management.

Improved guest services and response time by keeping in constant touch with maintenance and housekeeping staff whether they're on the roof, in the laundry room, on a cell phone across the country or working at home.

Instant notification when rooms are ready for the next guest as room availability can be indicated via in-room phone extension. Automatic reset of guest room voice mail automatically upon checkout.



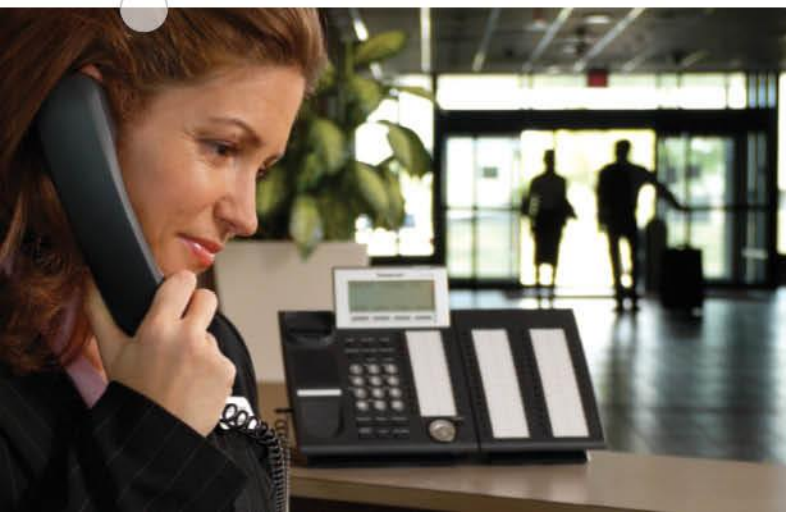
What extended, value-added services can I offer to improve RevPAR, and enhance brand relevance/differentiation?

Solutions

Upgrade service offerings to business travelers such as on-demand conferencing services and remote printing—a feature which allows guests to send secure print commands from their room and print in the business center only when prompted with a room key or access code. Panaboard whiteboards and conference speakerphones placed in meeting rooms offer guests an interactive meeting experience.

Benefits

Increased perceived value and revenue. Enhanced customer loyalty and brand differentiation.



for the **Hospitality Industry.**

I need a cost-effective way to monitor the premises while ensuring a safe environment for employees and guests.

Solutions

Utilize IP Network Cameras to keep an eye on every area of your lodging facility—install near the front desk, lounge, cash registers, parking lot, pool, etc.

Benefits

IP Network Cameras let you view the entire premises in real time on a compatible PC from anywhere in the world. Panasonic's PoE line of cameras doesn't require an electrical outlet—only an Ethernet cable—so installation is easy and doesn't require an electrician.

Ideal for entryways, parking lots, front desks, lounges, hallways, pools or anywhere else that monitoring means added protection, Panasonic Network Cameras are an effective tool for guarding your assets. Reduce internal loss, capture a visual record of accidents for liability purposes, identify key employees... Network cameras allow you to monitor any action of the property at any time from anywhere.



How can I decrease energy costs and join the "go green" movement?

Solutions

Link environmental control system to telephone system. Heat and lights can be automatically turned on just prior to check in and turned off immediately after check out.

Benefits

Lower energy costs. Brand differentiation that comes with "green" designation.





Complete Solutions Provider to the **Hospitality Industry**

Along with our sophisticated communications and office productivity systems, Panasonic offers a wide range of products for every area of your facility:

- Guest Rooms: phone systems, televisions, irons, microwave ovens
- Conference Center/Meeting Rooms: Panaboard whiteboards, conference speakerphones, HD plasma displays, IP desk phones
- Business Center, Back Office: copiers, multi-function printers (print/copy/fax/scan), HD plasma displays
- Grounds, Public Areas, Hallways, Parking Lot, Pool: IP network cameras
- Restaurant/Lounge/Sport Bar: HD plasma display, IP network cameras
- Housekeeping: commercial vacuum cleaners
- Your Entire Property: multi-cell DECT wireless phones connect all departments from the front desk to maintenance and everyone in between
- Telecom Infrastructure: SIP trunking-compatible phone systems to reduce monthly telecom costs

Integration with Third-Party Providers

Our third-party providers offer systems that complement Panasonic business telephone systems, further enhancing our hospitality communications solutions.



DuVoice complements Panasonic business telephone systems by providing a cost effective package that addresses specific hospitality requirements including:

- PMS Interface
- Wake-up call functions
- Call Accounting
- Guest and Staff Messaging
- Guest Administration



Panasonic has partnered with Control4® to provide advanced integration solutions for the hospitality industry. Now you can go green while saving money by sending a command to a hotel room to turn off lighting and heating when a guest has checked out.

