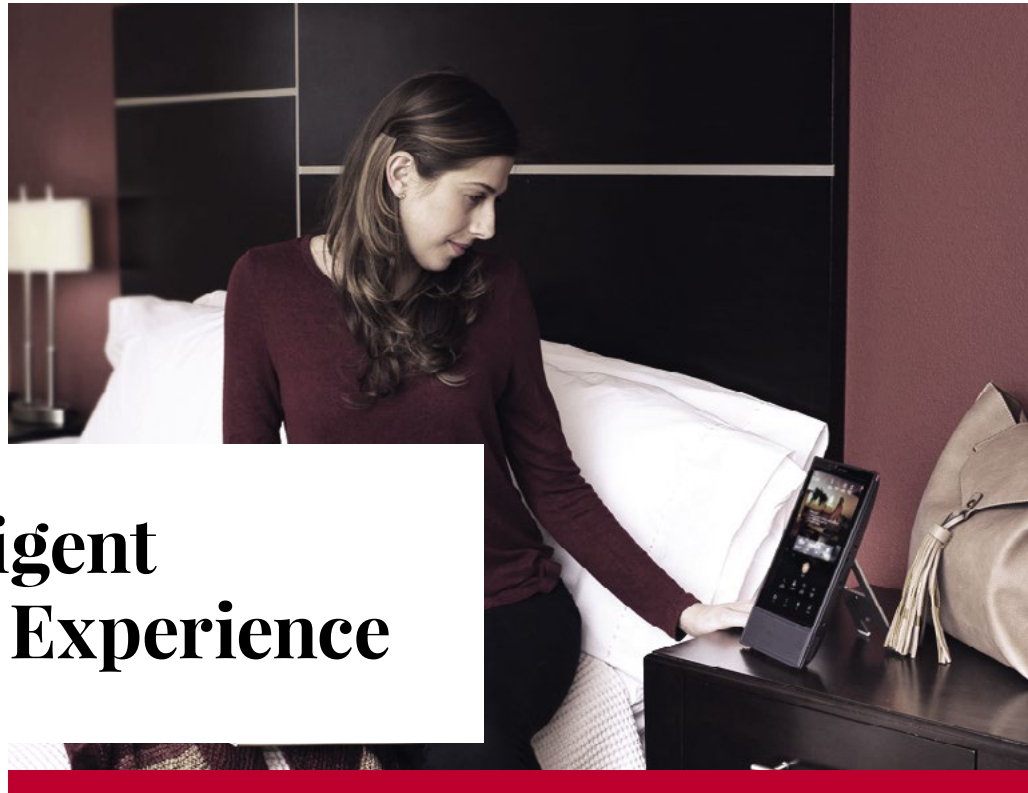


Devices & Phones

Avaya Intelligent Hotel Room Experience

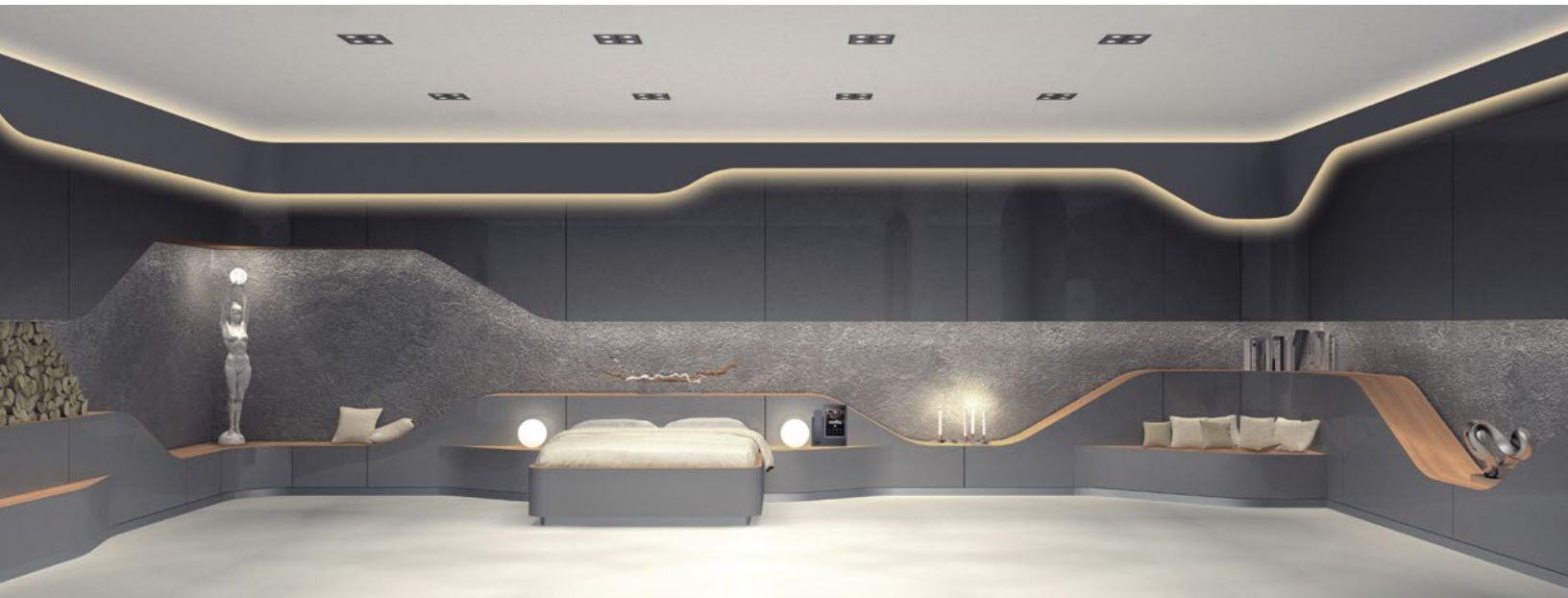


New Packaged Offer to Transform Your Hotel Guest Room Experience

The hospitality business model is characterized by high fixed costs and variable income. Fluctuations in occupancy and room rates demand tight cost control. Yet the increasing expectations of business travelers and other consumers will not tolerate less than excellent service. In fact, the unexpected experience is quickly becoming the expected. This is a challenging equation to balance.

The hotel room phone has historically been only a cost center. In fact, with guests now primarily using their mobile phones rather than the hotel room phone, these devices are taking up precious desktop space and the ROI of maintaining these devices is becoming questionable. Fortunately, Avaya has completely redefined the hotel room guest experience. The in-room real estate dedicated to the room phone can now be transformed from a cost center to a revenue generators.

The Avaya Intelligent Hotel Room Experience puts room environmental controls, security systems, and access to hotel services at the fingertips of hotel guests. It also provides a platform for future Artificial Intelligence (AI) services. The result is increased customer loyalty and higher revenue per hotel stay. It is basically a "hotel room concierge in a box." This experience is orderable as a complete package from Avaya - including integration with hotel services and room environmental controls, customization to suit specific hotel needs, and support from Avaya.



Transform What Has Historically Been a Cost Center into a Revenue Generator.

Delivers the Experience that Travelers Want

Research indicates that 1 in 2 business professionals would like to control the environment in their room from their bedside, and they are also very interested in security controls and access to services.

Packaging Reduces Costs

In the past, to introduce this type of guest experience to the hotel room, there were many separate points of contact:

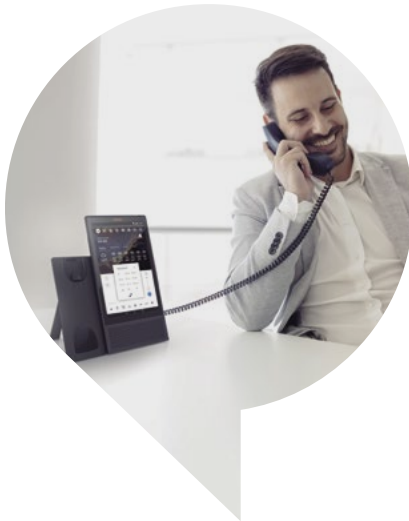
- Communications vendor
- Applications vendor
- Property management systems
- Reservations systems
- Other services providers

Being able to purchase a complete set-up as a package reduces time, costs and many potential headaches.

Packaged Solution Components

The Avaya Intelligent Hotel Room Experience contains the following components

- Device: The Award-winning Avaya Vantage™
- Application: Customizable Experiences Platform
- Integration with hotel systems
- Three Tiers of capabilities with customization included
- Award-winning Avaya Support
- Avaya Vantage™

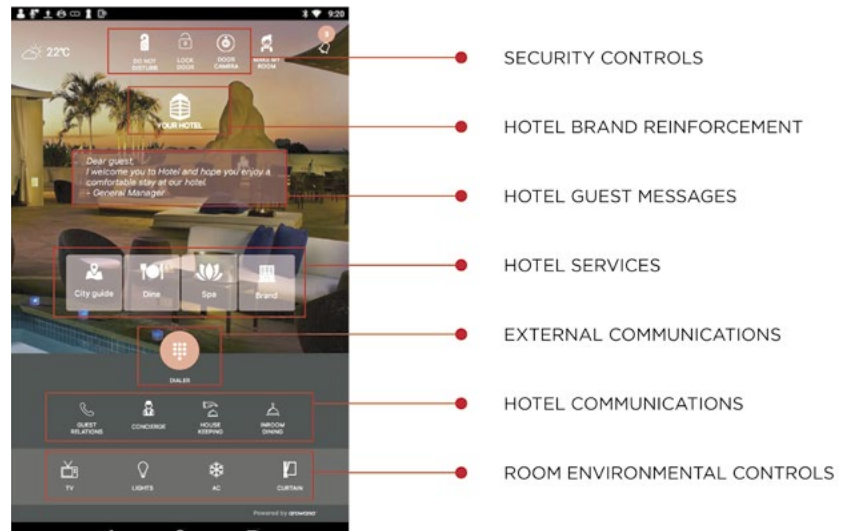


Avaya’s flagship communications device – the Avaya Vantage™, is the portal used to command this guest experience. It includes an optional camera with shutter, a capacitive 8-inch touch screen, and 800 X 1280 resolution with 24 bits depth. It can be connected via Ethernet or WiFi and can also serve as an in-room Hot Spot. It supports Bluetooth 4.1 and is Google Play Store certified to run Android applications. It can be purchased with a corded or cordless handset, or used with no handset.

Customizable Experiences Platform

Avaya’s Customizable Experiences Platform provides a template covering Hotel Brand reinforcement, security controls, messaging to hotel guests, stunning presentation and access to hotel services, easy hotel and external communications, and room environmental controls.

Reinforce Your Hotel Brand and Connect it to a Revolutionary Guest Experience.



About Avaya

Businesses are built on the experiences they provide and every day millions of those experiences are built by Avaya (NYSE:AVYA). For over one hundred years, we’ve enabled organizations around the globe to win—by creating intelligent communications experiences for customers and employees. Avaya builds open, converged and innovative solutions to enhance and simplify communications and collaboration—in the cloud, on premise, or a hybrid of both. To grow your business, we’re committed to innovation, partnership, and a relentless focus on what’s next. We’re the technology company you trust to help you deliver Experiences that Matter. Visit us at www.avaya.com.

