



BROADBAND
HOSPITALITY

DigiMobile™ App for Hospitality

The brandable DigiMobile app for hospitality is perfect for resorts and multi-property chains who want an easy-to-use, full-featured app with **100% control** over the content at all times.

BBH removes the risk, high costs and long lead-times associated with the creation and activation of a high-quality mobile app.

The BBH DigiMobile app integrates with property management systems (PMS), enabling key functions such as “your room is ready” notification, on-site messaging, and folio review.

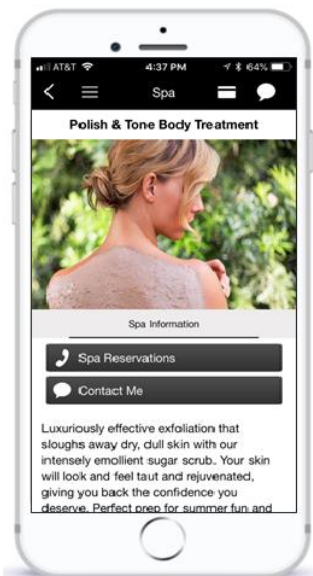
On-demand information for on-site dining, entertainment, tours, and property amenities are all features of the DigiMobile app.

Information can be displayed in the app in multiple languages (languages that are read left-to-right) are supported.)

Low initial cost and software license/support fees.



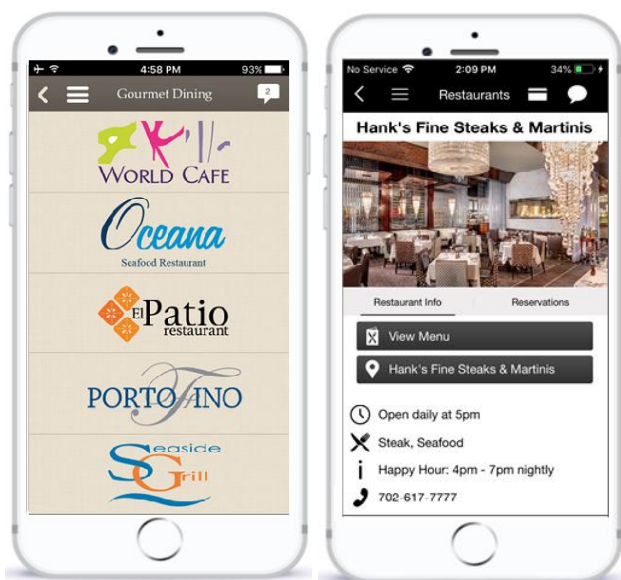
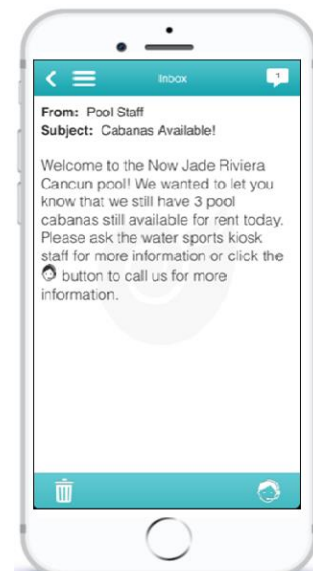
General Requirements / Assumptions / Timing



- Broadband Hospitality creates and delivers a templated, brandable mobile app platform for large resorts and multi-property chains that can be **launched and live** 4-6 months from contract execution.
- The BBH mobile app, hosted in the cloud, enables 100% control over content at the enterprise and/or the individual property level, and is supported 24/7/365 by BBH experts for optimum performance.
- BBH provides comprehensive DigiManager™ content management training for on-site and enterprise/HQ staff (at this time DigiManager is only available in English.)
- Each property is responsible for providing a low-latency persistent internet connection. The on-site internet gateway must support the ability to add white-list addresses.
- Each property is responsible for providing pervasive WiFi coverage with a single SSID for DigiMobile and guest internet access. All WiFi access points must be managed by a central controller for seamless hand-off as guests move around the location.
- Each property is responsible for providing a connection to the on-site PMS.
- Each client is responsible for activating and maintaining an online Vimeo Pro account for hosting and streaming any on-demand videos to be displayed in the app.

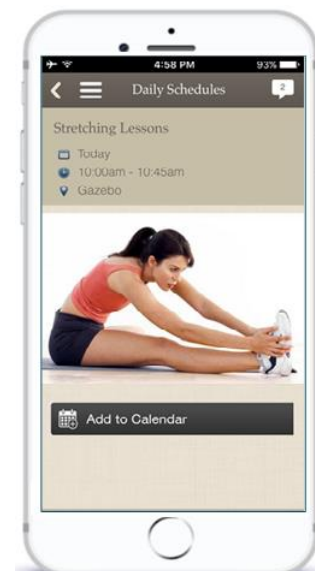
DigiMobile app features for iPhone, iPad, and Android Phone include:

- Ability for app users to map to a selected property or call a selected property directly.
- Ability to send out promotional messages regarding upcoming booking specials to ALL app users, with push notification (app open, closed, or backgrounded.)
- Ability to automatically send promotional messages to ALL app users who enter a geo-fenced area (a certain state, city, location, etc.)
- Ability to automatically send a welcome message and/or “your room is ready” message based on PMS events (check-in, room status change.)
- Ability for on-site service staff, meeting/wedding hosts and salespeople to send personal messages to individual checked-in guests/VIPs, groups (based on group code in PMS) or all guests/VIPs, with push notification.
- Ability to automatically send promotional messages to on-site app users who walk by a physical beacon* that triggers the message (front entrance, steakhouse, spa, tour/activity desk, etc.)



- Main Menu includes rotating promotional panels with direct links to interior app pages, and center panel presentation of tiled featured modules as determined by each property.
- Main Menu “Book Now” opens the property’s mobile web booking page within the app wrapper.
- Left and right-side menus support presentation of all app functions, grouped into categories.
- Ability for guests to initiate **two-way text OR video chat sessions** with on-site service, concierge, tour, spa, reservations or sales staff.
- Ability to review folio of charges (from PMS.)

- Ability to present on-demand property information with text, photos, and on-demand videos, including resort compendium, dining options & menus, entertainment events, spa offerings and daily activities calendar.
- Ability to select and call on-site phone extensions by department.
- Ability to display property maps with optional wayfinding*.
- Ability to open selected web pages within the app wrapper.
- Ability to conduct in-app surveys with immediate “red-flag answer” notifications.



*Beacon-triggered messages and wayfinding require property deployment of Aruba Meridian beacons/maps.