Smart **Wi-Fi** for

HOSPITALITY

Ruckus®
Simply Better Wireless.

Wi-Fi is no longer just another amenity for hotels

IT'S A PREREQUISITE FOR DOING BUSINESS

Providing faster, more reliable Wi-Fi services at a lower overall cost of ownership is essential. It must be everywhere, indoors and out, and stable and strong enough to support the most demanding multimedia applications. If not, guests won't come back. Ruckus ZoneFlex™ is now the gold standard for hotels around the world.

Ruckus Smart Wi-Fi enables uninterrupted voice communication between hotel staff equipped with third-party IP-based devices.

One Network For All Converged Services

Today, hotels need Wi-Fi for far more than just Internet access. With Ruckus dual-band 802.11n access points, hoteliers can now deploy a single, reliable wireless infrastructure to concurrently support all essential business applications including: tiered high-speed Internet access (HSIA), point-of-sale terminals, IP-based video on demand (VOD), back office and service optimization services, voice over IP (VoIP), digital signage, and kiosks, and in-room IP-enabled devices of all kinds.

Ruckus Smart Wi-Fi ensures flicker-free video for guests.

Ruckus Smart Wi-Fi connects wireless kiosks giving guests access to information at anytime, especially when the front desk is busy with check-ins and check-outs.

Unmatched Multimedia Support

IP-based video streaming, voice communications, and other multimedia applications such as digital signage are quickly becoming essentials. Unlike other wireless systems, Ruckus ZoneFlex was purpose-built for multimedia. Our patented adaptive antenna technology and traffic engineering technologies uniquely classify, schedule, prioritize, and optimize latency-sensitive multimedia traffic to ensure flicker-free video for guests, and crystal-clear voice between hotel staff using IP-based phones.

Ruckus Smart Wi-Fi supports essential business and guest optimization services — from the back office to point-of-sale terminals to IP-based devices everywhere.

More Reliable Wi-Fi Everywhere With Fewer APs

Ruckus Smart Wi-Fi uniquely delivers the most reliable Wi-Fi signals possible. Patented Ruckus Wi-Fi technology called BeamFlex™ directs Wi-Fi signals toward associated clients, picking the best performing path and constantly routing signals around interference as it is encountered. A single Ruckus ZoneFlex AP delivers two- to four-times the range of any conventional AP. In over 90 percent of our installs, hotels were able to reduce their original AP count by as much as 35-40 percent, saving them significant capital expense.

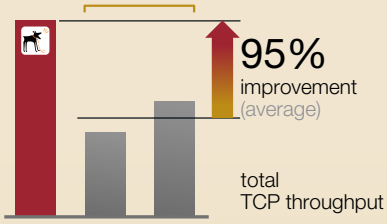
With Ruckus, wherever your guests go, Wi-Fi is there.

Ruckus Smart Wi-Fi delivers MORE CONSISTENT PERFORMANCE at longer distances

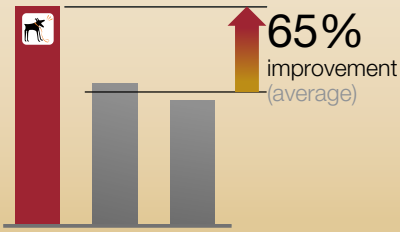
Source: SYRACUSE

High Density: 90 active clients per AP

adaptive antennas + conventional Wi-Fi
learning-based SON implementations



Interference: 6 APs, 120 clients, 1 busy rogue AP



"Ubiquitous, fast, and reliable broadband wireless is now one of the main criteria for selecting a hotel in today's mobile world. The innovations Ruckus has made in the area of adaptive Wi-Fi signaling to solve important Wi-Fi range and reliability problems have empowered us to truly redefine the guest experience."

Fairmont HOTELS & RESORTS

Ultra High Capacity Wi-Fi

Providing reliable Wi-Fi for large groups and conferences is always a concern for hotels. Don't worry. Each Ruckus ZoneFlex AP not only supports hundreds of concurrent clients but takes advantage of advanced capabilities such as band steering, airtime fairness, and client load balancing to better optimize the crowded RF spectrum. When combined with our patented BeamFlex technology that gets users on and off the Wi-Fi network faster, there's no system better able to deal with large numbers of simultaneous Wi-Fi users.

Higher capacity Wi-Fi eliminates connectivity issues for conference goers.

we're feeling the love
from a marquee list of
WORLD-RENOWNED CUSTOMERS

Insanely Simple Wi-Fi Deployment That's Fast, Easy, And Non-Disruptive

Hotels and their guests shouldn't be disturbed. The ZoneFlex WLAN system self-configures in minutes and can be installed in less than half the time it takes to deploy any Wi-Fi alternative; a simple wizard translates a few clicks into a complex configuration. APs can be deployed wherever service is needed, with or without Ethernet. The ZoneDirector automatically configures and registers all APs — you're off and running.

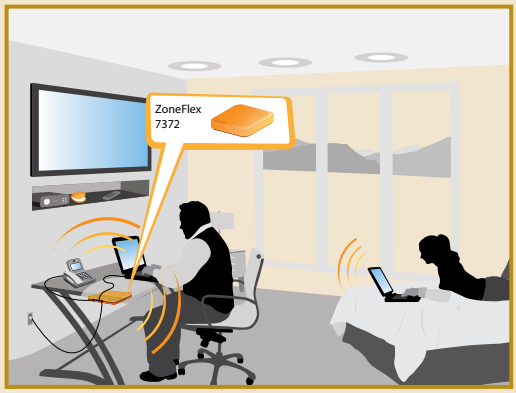
Extend Wi-Fi Where Others Can't, With Smart Meshing

Many hotels just don't have Ethernet everywhere. To help, the Ruckus ZoneFlex system supports Smart Mesh Networking, which lets hotels easily add Wi-Fi by simply plugging an AP into a power outlet. No configuring mesh links, tuning, or troubleshooting. Smart Mesh self-organizes, self-optimizes, and self-heals in the event of an AP failure. This keeps availability high, coverage complete, and costs down — eliminating disruptive and costly Ethernet cabling that quickly adds up in operational expenses. And an advanced smart antenna array ensures unprecedented reliability for the mesh backbone — minimizing packet loss, steering signals over the fastest paths and increasing the distance between mesh nodes.

Smart Meshing allows Wi-Fi to be quickly and easily extended to indoor and outdoor areas where coverage is needed but no cabling exists.

FLEXIBLE IN-ROOM DEPLOYMENT OPTIONS

Embedded Wi-Fi wall jacks or sleek dual-band access points deliver the best possible user experience



- Elegant in-wall design
- Integrated 2.4GHz 802.11n Wi-Fi
- Centrally managed
- Integrated wired connectivity with PoE in/PoE out support
- Pass-through support for digital phones

- 5GHz band allows support for IP-based video
- Multiple SSIDs for HSIA and other services
- Wired connectivity for IP phones and laptops
- Elegant design easily concealed and secured

"The Ruckus Wireless dual-band 802.11n system was the only one we could find that was purposely designed to support concurrent IP-streaming VOD and HSIA over the same infrastructure. This eliminated some severe headaches for us, simplified our deployment, and was more cost-effective than running more wires everywhere."

Donald O'Grady
Director of Property Technology

KIMPTON®
hotels & restaurants

RUCKUS ERADICATES Wi-Fi demons

Great Hotels Are Choosing Ruckus Smart Wi-Fi Solutions To Solve Challenges That Stump Competitors

PROBLEM	RUCKUS SMART WI-FI SOLUTION
Spotty Coverage	High-gain smart antenna system extends Wi-Fi signals two- to four- times further, requiring fewer APs per hotel
Guest Networking	Intuitive, browser-based facility lets any guest-facing staff generate a unique and timed Wi-Fi guest pass in less than 60 seconds
Consistent Wireless HSIA For Guests	Patented adaptive antenna technology and smart antenna array technology within every Ruckus Smart Wi-Fi access point ensures stable client connectivity and mitigates packet loss to ensure the highest performance possible
Converged Services Over Wi-Fi	Provides up to 32 discrete WLAN networks that can be used to concurrently support IP-based video, voice, HSIA, digital advertising, and back office applications
Complex, Cumbersome Deployment With Ease	Long-range, high-gain access points require fewer nodes to cover a given area and allow Wi-Fi services to be offered in areas where Ethernet cabling doesn't exist or can't be pulled, through advanced wireless meshing
Voice Over Wi-Fi	Advanced Wi-Fi signal controls and quality of service technology provide superior support of IP-based VoIP phone and Wi-Fi badges
IP-based Video Support Without New Wiring	Dual-band 802.11n delivers picture-perfect streaming of high-definition, IP-based video over the same network used to provide HSIA
Unified Network	Indoor and outdoor access points mesh together and are managed centrally by the ZoneDirector

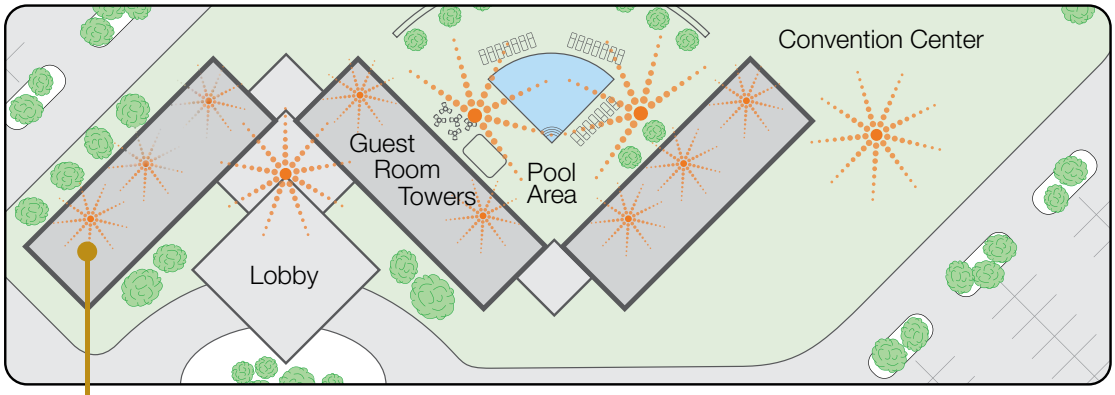
The Queen Mary Hotel is recognized as one of the top 10 most haunted hotels in the world. The ship's maiden voyage on May 27th, 1936, was considered to be one-of-a-kind; it now finds its permanent residence in Long Beach, CA. With steel plates ranging from 8 ft. to 30 ft. thick, the luxury liner that was built long before 1979, when the first cellular network was launched in Japan, was a looming RF nightmare.

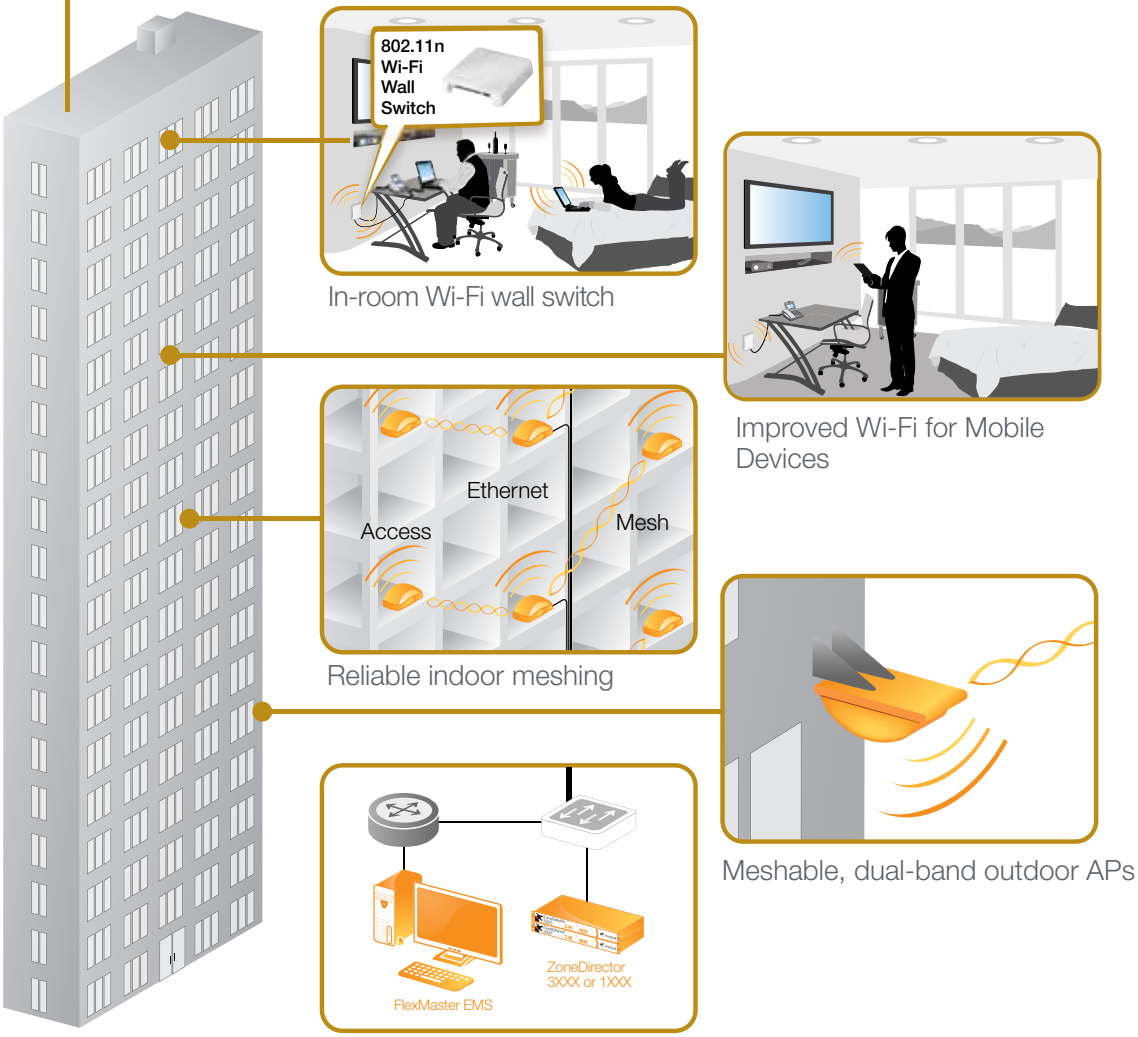
The Queen Mary opened its doors to tourists on Saturday, May 8, 1971. Never could they predict that today's passengers would be bringing in their non-Ethernet ready iPhones and MAC AIR laptops, expecting to have a fast and reliable wireless Internet connection. In order to provide the nearly 3 million annual visitors, guests, and conference attendees with a superior customer experience, the hotel was determined to upgrade their network infrastructure to include 802.11g Smart Wi-Fi APs accompanied by 802.3af Power over Ethernet switches. The solutions had to be stable, affordable, and be able to navigate the ship's myriad of twists and turns.

Though cost was a leading factor in selecting a new Wi-Fi system, in the end, it just had to work - and work well or the 'savings' would be a figment of their imagination. Other Wi-Fi vendors were requiring 90+ APs to provide the same coverage that only took 24 to 33 Ruckus APs. Reduced CAPEX and OPEX while delivering a high-quality Wi-Fi experience...all aboard!

Ruckus Smart Wi-Fi Delivers Hospitality's Most Flexible Deployment Options

HSIA, CONVERGED SERVICES, IP VOD, VOIP, POS, GUEST NETWORKING, SERVICE OPTIMIZATION, BACK OFFICE ADMINISTRATION, DIGITAL SIGNAGE





Complete Portfolio for HOSPITALITY

ZoneFlex 7982

Indoor dual-band, 3x3:3 802.11n AP with integrated smart antenna array and PoE (802.3af/at) support

ZoneFlex 7372

Indoor dual-band, two-port 802.11n AP with integrated smart antenna array and PoE (802.3af/at) support

ZoneFlex 7352

Indoor single-band, two-port 802.11n AP with integrated smart antenna array and PoE (802.3af/at) support

ZoneFlex 7762

Outdoor dual-band, two-port 802.11n AP with integrated smart antenna array and PoE (802.3at/af) support

ZoneFlex 7731

Outdoor long-range, point-to-point/multipoint 802.11n 5 GHz bridge

ZoneFlex 7321

Indoor single-band, two-port 802.11n AP with integrated smart antenna array and PoE (802.3af) support

ZoneFlex 7055

Multipurpose dual-band concurrent 802.11n wired/wireless wall switch

ZoneDirector Controllers

Central wireless LAN controllers supporting from 6 to 1,000 Ruckus APs

FlexMaster

Linux-based remote Wi-Fi system management software

Ruckus
Simply Better Wireless.

Smart Wi-Fi

Designed and Built for **Pervasive Performance**...
Available from **Ruckus Wireless**

Ruckus Wireless, Inc.
350 West Java Drive
Sunnyvale, CA 94089 USA
(650) 265-4200 Ph \ (408) 738-2065 Fx

www.ruckuswireless.com