Smart **Wi-Fi** for

HOSPITALITY

Ruckus®
Simply Better Wireless.

Perfecting Connections
with your guests

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 802.11ac 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

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 coverage of any conventional AP.

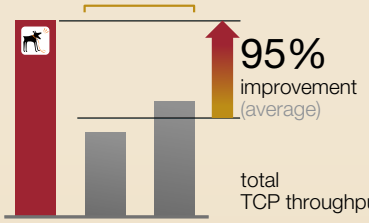
With Ruckus, wherever your guests go, Wi-Fi is there.

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

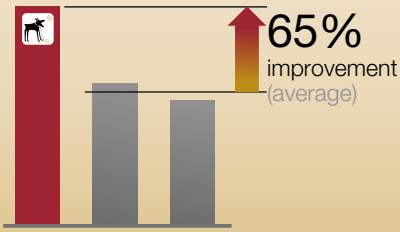
High Density: 90 active clients per AP

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

Source: SYRACUSE



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 controller 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.

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

- Integrated 2.4/5GHz 802.11ac Wi-Fi
- Centrally managed

- 2.4/5GHz concurrent dual-band allows support for IP-based video
- Multiple SSIDs for HSIA and other services
- Wired connectivity for IP phones and laptops
- Elegant in-wall design easily concealed and secured

LA QUINTA INNS & SUITES

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 coverage by two- to four- times
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 802.11ac 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

Like many hotels around the world, La Quinta was experiencing a fundamental change in guest behavior and wireless usage patterns. Hotel guests wanted more control over their online experience with the ability to access, view and display their own content anywhere within the hotel. With more than 84K guest rooms, hundreds of hotels and 9m loyalty members, La Quinta is the fastest growing principal select-service hotel primarily serving the midscale/upper-midscale segments around the world. La Quinta committed to delivering guests an online experience that exceeded their experience at home.

To fill this tall order, a best-in-class wireless network architecture is no longer negotiable. Essential to the massive project was designing and deploying a smart Wi-Fi infrastructure capable of automatically adapting Wi-Fi signals and channel assignments to guest devices to achieve the best possible wireless performance and reliability. A better utilization of the bandwidth-rich 5GHz band became a key requirement along with the ability for wireless network to deal with lower-powered smart mobile devices. The multi-device guest required a wireless service that provides for flicker-free streaming video and multimedia content from a myriad of different devices.

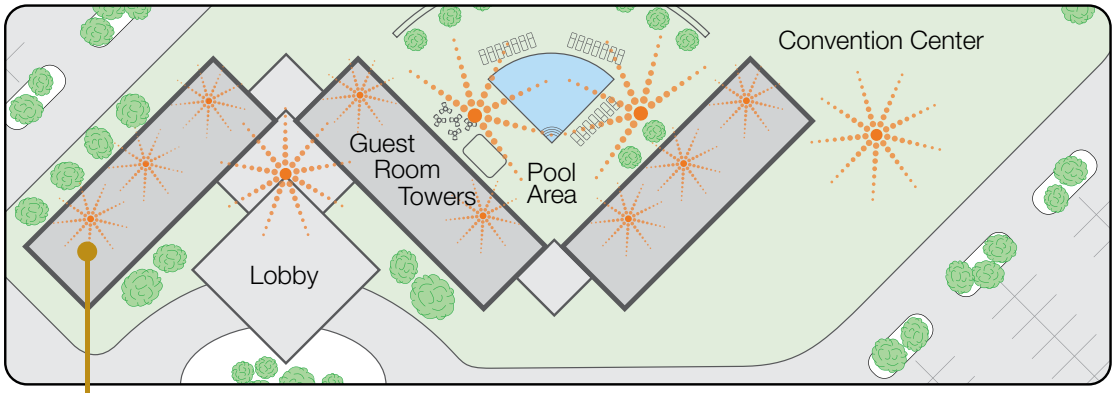
La Quinta selected and standardized on an advanced wireless network infrastructure based on Ruckus Smart Wi-Fi products and technologies. With Ruckus, La Quinta would be able to deliver stronger signal coverage to every corner of every property, more reliable Wi-Fi connections that would keep guests connected and elegant management that kept things simple for remote wireless administrators.

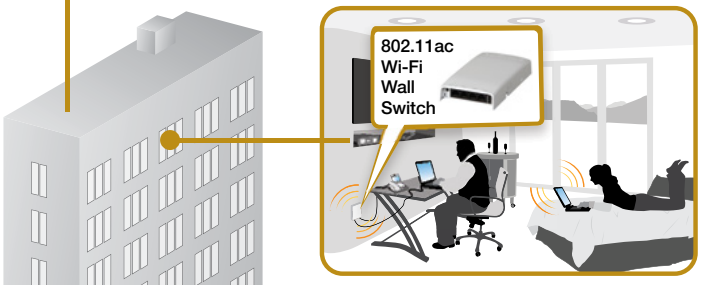
According to La Quinta, the results have been nothing less than spectacular with guests raving about the stability and performance of the new Smart Wi-Fi services. With patented smart antenna array technology integrated into Ruckus Smart Wi-Fi access points, La Quinta was able to increase wireless performance, capacity and range. This translated into lower capital and operational expense and eliminated the need for IT staff at every property.

With a Ruckus Smart Wi-Fi infrastructure now in place, La Quinta guests are now living the dream with an online wireless experience that mirrors what they have at home-something every hotel guest expects and every hotel craves. Ruckus Wireless delivers.

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

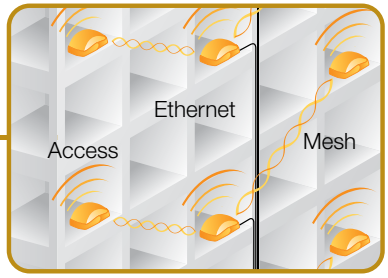
HSIA, CONVERGED SERVICES, IP VOD, VOIP, POS, GUEST NETWORKING, SERVICE OPTIMIZATION, BACK OFFICE ADMINISTRATION, DIGITAL SIGNAGE





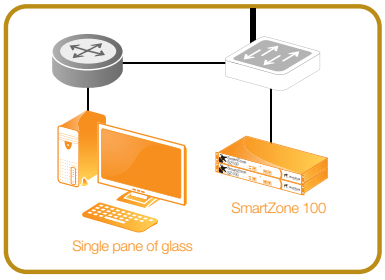
In-room Wi-Fi wall switch

Improved Wi-Fi for Mobile Devices



Reliable indoor meshing

Meshable, dual-band outdoor APs



End-to-end remote management

Complete Portfolio for HOSPITALITY

ZoneFlex R710

Indoor dual band 4x4:4 802.11ac AP with integrated smart antenna array and PoE (802.3af/at) support

ZoneFlex R600

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

ZoneFlex R500

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

ZoneFlex R310

Entry level dual band, 2x2:2 802.11ac AP with integrated smart antenna array and PoE (802.3af) support

ZoneFlex H500

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

ZoneFlex T300

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

SPoT

Cloud-based Smart Wi-Fi location-based services (LBS) user positioning technology suite and API

SmartZone Controllers

Industry's most scalable and versatile WLAN platform

Virtual SmartZone

Highly scalable virtualized controller platform

Ruckus
Simply Better Wireless.

Smart Wi-Fi

Designed and Built for **Pervasive Performance**...
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