

# DuraFon – Long Range, Industrial Cordless Phone Systems™

## CASE STUDY:

## HOSPITALITY

DuraFon systems allow hospitality staff to have immediate access to one another from anywhere within the hotel/motel property resulting in improved guest satisfaction and business efficiency.

### Long-Range

Up to:

- 12 floors in building
- 250,000 sq. ft. in a warehouse
- 3,000 acres on a farm or ranch

### DuraFon Difference

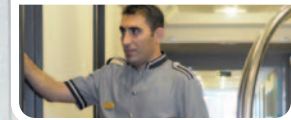
- ✓ Durable
- ✓ Expandable
- ✓ Private & Secure 2-way Radio System
- ✓ Integration to most PBX/VoIP Systems
- ✓ Indoor and Outdoor Coverage
- ✓ Minimal Installation Requirements
- ✓ No QoS Concerns
- ✓ No Wireless LAN interference
- ✓ No Monthly Fees, Annual Contracts
- ✓ No Recurring Airtime Charges



Head Maintenance engineer two-way radios the Front Desk to advise that the leaky faucet is repaired in Room 135



Bellhop receives a transferred guest call to pick-up some luggage from their room, just one floor above where he currently is assisting other guests.



Front Desk staff two-way radios to Housekeeping to send additional towel to a guest



**DuraFon™**  
EnGenius®

# Case Study: Hotel/Motel *Improve guest satisfaction and business efficiency*

## Better Guest Experiences

Front Desk staff two-way radios to Housekeeping to send additional towel to a guest (quick and responsive guest services, better stay experience).

Head Maintenance engineer two-way radios the Front Desk to advise that the leaky faucet is repaired in Room 135

## Instant Priority Communications

Security calls Manager about a broken external door lock at the hotel's Fitness Center. Manager two-ways the Maintenance department to make the replacement of the door lock a high-priority repair.

## Improved Employee Efficiency

Bellhop receives a transferred guest call to pick-up some luggage from their room, just one floor above where the Bellhop currently is assisting other guests.

A Guest calls down to the restaurant inquiring about appropriate attire; the staff assists the guest while continuing to prepare the dining room for dinner.

## Outstanding Mobility

Manager receives a call from an over-booked, near-by hotel to accommodate some guests, while she is walking the property.

## Telephone and Two-way Radio

One DuraFon handset does it all, users can make and receive telephone calls and use the DuraFon's built-in two-way radio feature to broadcast or intercom co-workers or management.

## Covering the Property

The DuraFon's Long-Range coverage capability makes it possible to have telephone and two-way radio communication throughout the property, including: guest rooms, banquet rooms, pool area, parking lot and even the kitchen. Coverage area can be up to: 12 floors in-building or 250,000 sq. ft. in a semi-obstructed environment.

## Easy-to-Use

DuraFon is as simple to use as any business telephone to make, receive, transfer and park calls. The

DuraFon's advanced PBX function programming menu makes even complex PBX features easy to use. The two-way radio feature on the DuraFon is as simple as one button to broadcast a radio message.

## Reliable / Durable

DuraFon systems are designed and built for rugged and demanding environments in a ISO9001 factory. Designed to take on the rigors of hotel and motel properties from guest rooms and loading docks to pool area and grounds. DuraFon handsets are drop-tested 54 times on to concrete from over 6 feet. To pass the drop-test DuraFon must work 100% and only user replaceable parts may separate from the handset (eg: battery cover ).

## Why EnGenius?

EnGenius Technologies is the leader in long-range, industrial cordless phone systems. Thousands of DuraFon systems are installed throughout the U.S. and in almost every industry; from farms and ranches to bank and hotel buildings to retail stores and warehouses. The DuraFon brand brings exceptional range, durability, reliability, sound quality and affordability to communication in demanding business environments that require employee mobility.

**The Right Model:** Choosing the right model of Long-Range, Industrial Cordless DuraFon systems depends upon your needs. Below are some of the key differences:

	DuraFon PRO	DuraFon 4X	DuraFon 1X
Long-Range (up to: 250,000 sq. ft., retail)	X	X	X
Telephone	X	X	X
Two-way Radio (independent of base)	X	X	X
Speakerphone	X	No	X
Ports per base	4	4	1
Ports per System	32	4	4
Handset Limit	90	36	9
DuraWalkie (Two-way radio only handset w/ ability to receive a transferred telephone call from PRO handsets)	X	No	No
Port Broadcast via PBX system to handset	X	No	No
No FCC license fee	X	X	X
No Monthly or Airtime charge	X	X	X

**Affordability / ROI:** Compare to alternatives below are some approximate return on investment timeframes (based upon average per user costs for equipment, installation, monthly and airtime fees, and FCC licensing fees).

DuraFon compared to:	ROI timeframe
Cellular	10 months
Business 2-way Radio	30 months

