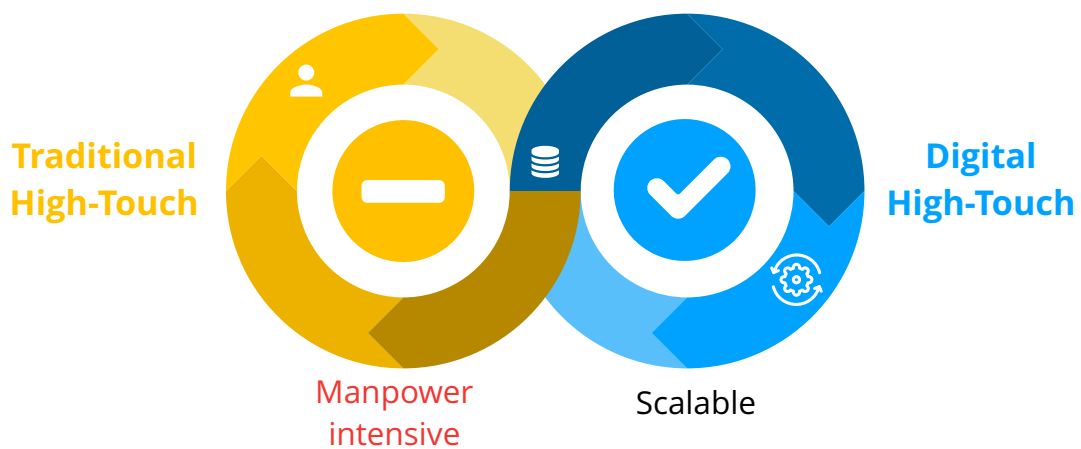# ANT*labs*EzCast

Casting Made Easy

The Hospitality Challenge

Coming off a challenging and competitive landscape, hospitality players need to differentiate themselves to capture customer loyalty and mindshare

The Hospitality industry is now under-going a major digitization transformation to adapt to the digital generation.   Besides guests demanding for a better digital and hospitality experience, staff turnover and shortage continues to create challenges for the industry.

Traditional high-touch customer service is manpower intensive and often not scalable nor sustainable, due to staff turnover and the retention of experience.

"Digital high-touch" uses technology to deepen the engagement with customers and provide meaningful and much appreciated value-added services.

Traditional High-Touch — Manpower intensive

Digital High-Touch — Scalable

The integration of digital services and hospitality provides a competitive advantage to deliver high quality and value-added services to customers, while mitigating the labour shortage and improving the ability for staff to offer a superior guest experience.

The IT infrastructure is key to delivering digital services. Understanding the guest's digital journey provides a map and insights into how we can transform their hospitality experience. Allowing guests to stream content to the in-room TV is one such service.
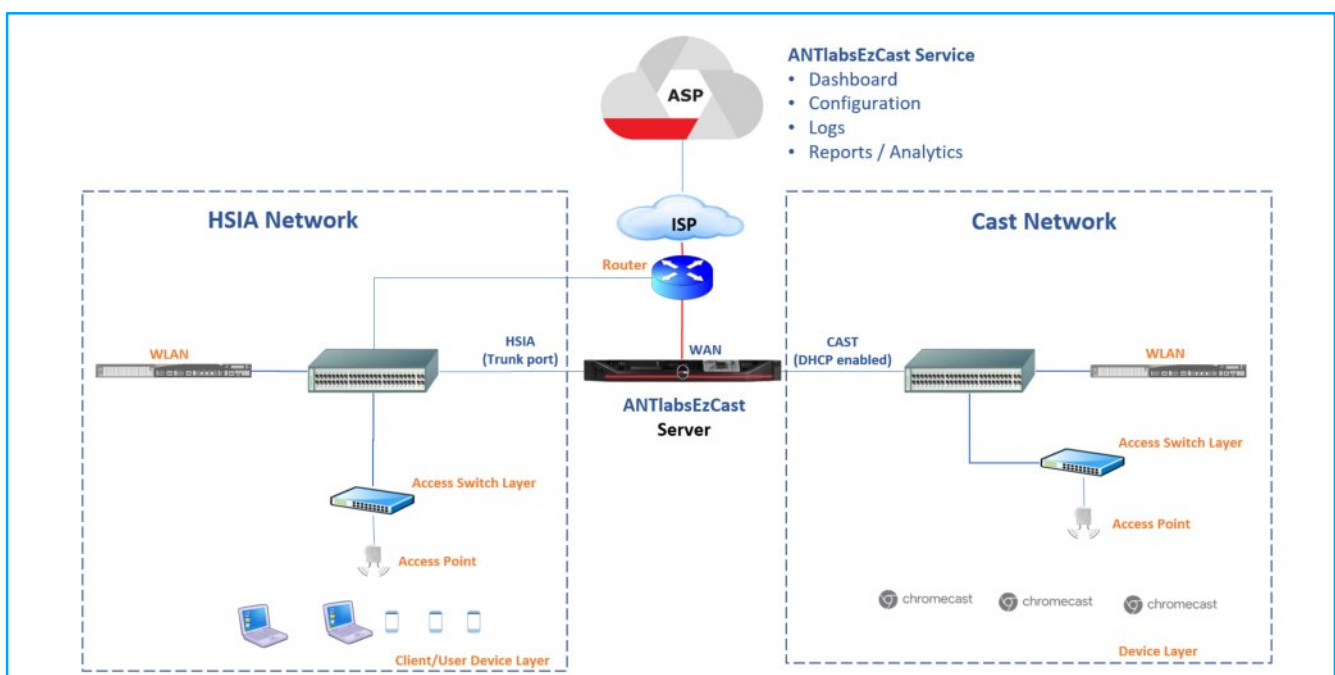
Enhancing Guest Experience

Introducing: ANTlabsEzCast

With ANTlabsEzCast, we aim to empower hotels to launch digital services like casting that mirror the comforts and convenience of home and the luxury of utilizing the large-screen TV. Guests can easily pair their mobile or Wi-Fi-enabled devices to the in-room TV via QR Code or via browser authentication. With the ability to transform large-screen TVs into powerful work or entertainment hubs, ANTlabsEzCast provides guests with a truly immersive digital experience. Privacy and security are also ensured as no credentials are stored on the TV.

ANTlabsEzCast delivers a cost-effective standalone solution with cloud management and on-premise gateway control.When paired with ANTlabs gateways' onboard Advanced QoS and application-shaping technologies, hotels can be assured that the surfing speeds do not degrade significantly with the additional streaming internet traffic. Furthermore, it offers a superior technical advantage by eliminating multicast traffic overhead. This is achieved by creating a private network between the end-user's devices and associated Chromecast devices.

Benefits of ANTlabsEzCast for hotels and guests:
- Unmatched in-room experience that drives brand loyalty and delight guests
- Cost-effective solution with cloud management and on-premises gateway control
- Effortless content casting for guests, eliminating the hassle of HDMI cables
- Ease of deployment and monitoring for IT Managers, minimizing troubleshooting
- Centralized reporting and cloud-based configuration through a unified dashboard

Our ASP Wi-Fi services platform can help you transform

Impress and delight your guests

Adoption of ANT*labs* ASP platform

From seamless connectivity for visitors and guests, to offering differentiated services for event attendees and VIP loyalty members, our platform allows you to recognize and deliver bespoke Wi-Fi services to your customers.

Seamless Roaming

Seamless connectivity and roaming across properties

PMS Integration

Integration to more than 50 PMS systems

Increase Revenue

Up-sell and offer additional services for in-house guests

Digital Services

Improve user engagement with bespoke WiFi and Digital Services like casting

Business Insights

Insights and visibility of your network and digital services revenue.

"To meet the challenge of the new world, to meet the challenge of rising to a knowledge-based economy, we have to innovate like mad."

Sim Wong Hoo

Billionaire Technoprenuer, Founder of Creative Technology & Inventor of Sound Blaster

Contact us

For detailed guidance on how to take the first steps, click the link below for more information.
https://www.antlabs.com/asp-cloud-and-antlabs-sg-5-solution/

Address: 114 Lavender Street, #10-75, CT Hub 2, Singapore 338729

E-mail: angkt@antlabs.com   **Telephone:**+65-6858-6789

Web: https://antlabs.com