




# COMBOblue : Free Use + Paid Use PC

## Quite Possibly the Perfect Guest Amenity

Can a hotel provide hundreds (or thousands) of guests equal access to only a few free public computers? The answer is they can't. Hotels that provide free use computers often produce frustrated guests from a seemingly harmless service. Guests that need to perform quick critical activities like email, check travel, or print boarding passes typically can't get onto a computer because they are constantly in use. All too often the systems are occupied by guests using the computers for entertainment, children gaming, or non-guests. A San Francisco based hotel with 416 rooms averaged over 10,000 sessions a month on their free computers. The majority of the usage was from local residents who didn't have internet at home! After switching to COMBOblue the same hotel reduced usage sessions by over 95%, eliminated guests complaints, and actually generated over \$5,500 in revenue. Free computers get abused and create issues instead of creating value. Fortunately there is a better solution, it's called COMBOblue.

COMBOblue is appropriately named because it provides a combination of free time with a pay-per-use component. Guests receive complimentary time to begin each session. Additional time, after the free portion expires, is offered at a chargeable rate. COMBOblue allows guests to email, confirm travel, and review documents for free and promotes wider use by more guests. Users with lengthier work expect to pay for computer time and printing, just as they would at any Kinko's or internet café. COMBOblue is well received by everyone and hotels that have switched from free systems appreciate the value it provides and the abuse it prevents.



**DELL XPS ONE**

GBCblue uses the Dell XPS One PC in lobbies and business centers. The XPS One is a stylish computer that adds to the aesthetics of any room. The ultra-small form factor means no additional tower or unsightly cables. The XPS One is equipped to deliver a powerful multimedia experience and each screen is branded to the hotel's look and feel. Guests will be impressed by the speed and experience of this business-class computer.

## About GBCblue

Since 2003, GBCblue has been widely recognized as the leader in guest-computing solutions within the hospitality industry. GBCblue is used by virtually every major brand including Marriott, Westin, and Hilton to deliver self-service guest business center technology (PC, copy, fax, and scan). GBCblue's technology was co-developed with DPS—the architects of the NASDAQ transaction engine. In 2007, GBCblue PCs were used by over 2 million hotel guests.



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**GBCblue**<sup>TM</sup>  
GUEST COMPUTING SYSTEMS



## COMBOblue Time & Payment Options

The amount of free time and the pricing for additional sessions are set by the hotel. Properties typically provide 10-15 minutes of free time and charge \$4.95-\$9.95 for 15-minute sessions. The PCs require a credit card to start a session and ardently warns users of any impending charges. GBCblue systems accept all major credit cards—Visa, MasterCard, American Express, and Discover. Hotel guests can purchase prepaid cards that can be billed to the guest folio or paid for with cash. GBCblue also provides group cards for large parties. Group cards offer unlimited access with special pricing options controlled by the property.

## Costs & Revenue Opportunity

The COMBOblue package has been designed so hotels can easily adopt this valuable service. There is absolutely no upfront capital expense for hardware, software, or installation. Each system has a base service fee that is automatically deducted from the revenue the systems generate. To date, not a single GBCblue hotel has ever incurred a charge from a COMBOblue system—the systems pay for themselves. Most COMBOblue systems generate profits for the hotel from non-guest use. It's the same free guest amenity with a revenue upside.

## World Class Support

GBCblue is regarded as the leader in computer service and support. Highly-trained IT Technicians are available 24x7x365. They proactively monitor each system to ensure uptime and functionality. Guests and property employees are invited to use GBCblue's toll free number any time they need assistance. Our proprietary monitoring system delivers instant remote access to any system anywhere in the world so GBCblue technicians can review any system as if they were sitting directly in front of the system.

## Satisfaction Guaranty

GBCblue is so confident guests and hotels will appreciate our products and services that we offer a 100% satisfaction guaranty. If your guests are ever unsatisfied with the product we will refund their complete user session, no questions asked. Furthermore, if you are ever dissatisfied with GBCblue we will uninstall our system within 30-days. GBCblue requires no obligation and charges no de-installation penalty.

## Getting Started

To find out more about GBCblue, contact GBCblue at (888) 422-2583 x4 or visit us online at [www.gbcbblue.com](http://www.gbcbblue.com).

## The Most Secure PC Available Today

Public computing solutions are highly susceptible to criminal activity. Computers are constantly being attacked by viruses, adware and spyware. At a minimum, unprotected system become overwhelmed with unsightly and often adult pop-ups and viruses that eventually corrupt the software making them non-functional. The real threat is spyware or more specifically keystroke loggers. Criminals install keystroke loggers to record the personal information of unsuspecting users. This information is used to steal identities for credit card fraud and worse. Recent reports described how a crime ring targeted public computers with keystroke loggers. According to the FBI, the cyber-thieves had stolen tens of millions of user funds by looting US 401K's, bank accounts, and stock trading accounts.

GBCblue is dedicated to securing it's users from all malware. GBCblue systems are the only public-space systems to date to offer protection from all malware including keystroke loggers. Additionally all user data is completely eradicated, to the specifications of the Department of Defense, after each use. GBCblue employs dual-layer encryption and SSL for all payment transactions. **GBCblue is PCI/CISP certified.** There isn't a safer public computer system available.

