



PRESS RELEASE

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San Francisco's Hotel VIA Books Comcast Business for its Networking Needs

The Tech-Savvy Hotel in the City Provides Guests a Comprehensive, High-Capacity Network to Support a Mobile Concierge App, Mobile Phone as "Room Key," Personal Tablets and More

SAN FRANCISCO, Calif. – June 27, 2017 – [Comcast Business](#) today announced that [Hotel VIA](#), located in San Francisco, has selected its high-performance Ethernet, internet, Wi-Fi and advanced voice services to deliver an unprecedented personalized hospitality experience. Supported by Comcast Business technology, the new boutique hotel offers tech-savvy travelers a customized mobile concierge app to allow guests to make decisions for their particular needs and plan their stay; the ability to use a mobile phone as a room key; a seven-inch personal tablet for access to guest services, promotions and entertainment; and other innovative, forward-thinking technologies.

As the first newly constructed hotel in San Francisco since 2008, Hotel VIA is a 159-room venue located in the South Beach neighborhood at 138 King St., directly across from the San Francisco Giants stadium. Opening for guests in July, the hotel requires significant network capacity to enable the implementation of technological amenities to make it easier to connect with guests. Comcast equipped the hotel with a Passive Optical LAN (POL)-based Ethernet solution with a five gigabit per second (Gbps) service enabling guests and employees to access the internet anytime, anywhere on the hotel property. With this secure and efficient network solution, Hotel VIA's guests are able to connect to an unlimited number of devices and have instant access to high-speed data, voice and video.

"The way to your destination' is the inspiration behind Hotel VIA, which requires us to not only meet the aesthetics of the South Beach neighborhood, but also make connectivity a top priority – so we built the property with that vision in mind," said Barbara Perzigian, General Manager, Hotel VIA. "In turn, we needed a partner like Comcast Business that we could rely on to bring not only the comforts of home to our guests, but to support a range of new applications unmatched in the South Beach neighborhood."

For a seamless guest experience, the secure, dedicated network allows hotel guests to use their mobile device as a digital room key with keyless lock system. For returning guests, Hotel VIA is able to capture preferences such as room temperature and pillow options to ensure guests truly feel the comforts of home and to increase customer loyalty.

"For bold projects like this, that are breaking new ground in offering customers unique experiences, enterprises can't rely on a service provider with a run-of-the-mill offering," said Ted Girdner, Vice President of Comcast Business for California. "With Comcast Business Ethernet, Hotel VIA has the necessary bandwidth levels, faster service and a support team behind them to be confident that they can manage the needs for their diverse clientele. We celebrate Hotel VIA's success and look forward to serving their needs for many years to come."

About Comcast Business:

Comcast Business offers Ethernet, Internet, Wi-Fi, Voice, TV and Managed Enterprise Solutions to help organizations of all sizes transform their business. Powered by a next-generation network, and backed by 24/7 technical support, Comcast Business is one of the largest contributors to the growth of Comcast Cable. Comcast Business is the nation's largest cable provider to small and mid-size businesses and has emerged as a force in the Enterprise market; recognized over the last two years by leading industry associations as one of the fastest growing provider of Ethernet services.

For more information, call 866-429-3085. Follow on Twitter @ComcastBusiness and on other social media networks at <http://business.comcast.com/social>.

About Comcast:

Comcast Corporation (Nasdaq: CMCSA) is a global media and technology company with two primary businesses, Comcast Cable and NBCUniversal. Comcast Cable is one of the nation's largest video, high-speed internet, and phone providers to residential customers under the XFINITY brand, and also provides these services to businesses. It also provides wireless and security and automation services to residential customers under the XFINITY brand. NBCUniversal operates news, entertainment and sports cable networks, the NBC and Telemundo broadcast networks, television production operations, television station groups, Universal Pictures and Universal Parks and Resorts. Visit www.comcastcorporation.com for more information.

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