



PRESS RELEASE

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San Francisco's Hotel VIA Books Comcast Business as its Network Solutions Provider

The Newest and Most 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 22, 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 impressive, 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 fast 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. "The fact that we've been named 'the most tech-savvy hotel in the Bay' is icing on the cake. To earn this recognition, 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."

To learn more about how Comcast Business' hospitality solutions can enhance the guest experience, stop by Booth #217 at the [HITEC 2017](#) conference in Toronto, Canada from June 26th through the 29th.

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 an advanced 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 Cable:

Comcast Cable is one of the nation's largest video, high-speed Internet and phone provider to residential customers under the XFINITY brand and also provides these services to businesses. Comcast has invested in technology to build an advanced network that delivers among the fastest broadband speeds, and brings customers personalized video, communications and home management offerings. Comcast Corporation (Nasdaq: CMCSA, CMCSK) is a global media and technology company. Visit www.comcastcorporation.com for more information.

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