

Eleven Optimizes Mobile Internet Experience for Hotel Guests

Popular ElevenOS features allow hoteliers to better address the exponential increase in guest mobile use

5/22/14, Portland, Ore. – The growth of the BYOD (*bring your own device*) trend is revolutionizing how guests connect prior to, during, and after their stay. [Eleven](#) has responded to this trend with enhancements to their guest Internet management software, [ElevenOS](#), which specifically focus on helping hotels optimize their guests' experience on mobile devices.

For hotel guests, Eleven's [guest Internet login screen](#) is completely mobile-friendly and uses responsive web design to provide the optimal viewing experience for different environments. The new standard login screen determines if the guest is connecting with a mobile device and redistributes dynamic page content based on that device. Not only does the page restructure to a vertical layout for better fit in portrait-orientation for most mobile devices, it also increases font size for readability on smaller screens and enlarges buttons and inputs for better compatibility with touch-enabled devices.

Eleven created a second version of their login screen that re-styles the layout based on the browser width using CSS Media Queries and makes similar style changes listed above for small screen and touch usability. In this latest version of the ElevenOS login screen, the browser window size determines the layout instead of the device.

"More and more we find guests using multiple devices to connect to the Internet. Eleven's mobile-friendly design makes it easy for guests to connect in whatever way they prefer. The flexible administrative tools also allows us to easily configure our network to meet the ever-changing mobile needs of guests," commented Don Reigel, VP of Hospitality, Integrated Solutions Group at [Windstream](#), a partner of Eleven's.

Beyond aesthetics and ease-of-use, ElevenOS also helps increase load times for mobile users by trimming non-essential images and content from the login screen. ElevenOS re-authenticates guest devices based on MAC addresses, as some mobile browsers do not support cookies. This allows guests to stay logged in throughout their stay rather than having to login each time they connect to the hotel network.

Studies show that [the average person carries 2.9 mobile devices](#); Eleven has responded to this trend with enhanced backend settings that enable hoteliers to better [manage mobile Internet usage](#). In addition to mobile-specific configuration settings that best deliver the brand's look and feel to multiple devices, ElevenOS makes it easy for guests to use the same plan on multiple devices directly addressing a common frustration for guests with more than one device.

Hoteliers can also set device limits per access plan, which allows hoteliers to tier their Internet plans beyond just bandwidth. For example, a basic plan could allow one device, while a premium plan with more bandwidth could allow 3 devices. These dynamic settings in ElevenOS help hoteliers create a balance between meeting guest expectations and recovering infrastructure costs.

ABOUT ELEVEN

Eleven delivers compelling software that powers the online guest experience in hotels, with two key product lines: ElevenOS and ElevenGC, both of which run on Eleven's cloud-based platform. ElevenOS is hospitality's only cloud-based guest Internet platform that manages the online guest experience across multiple devices, multiple locations, and multiple network service providers. ElevenGC is a family of five-star guest computing solutions flexible enough to be deployed in business centers, lobbies, suites, club lounges, and more. All solutions provide powerful revenue management so hotels can remain competitive while adding incremental revenue to offset their guest technology investment. Eleven is rapidly becoming hospitality's guest technology standard and is relied on by thousands of hotels including nearly all of the major brands and leading boutiques. For more information, visit [elevenwireless.com](#).