

# LASERWAY



**6-star technology  
for the hotel sector.**

**IMPROVE YOUR DIGITAL  
EXPERIENCE TO  
ATTRACT AND RETAIN  
CUSTOMERS.**

**HDTV / IPTV  
VIDEO CONFERENCE  
CHECK-OUT  
IN THE ROOM  
BROADBAND  
INTERNET  
VIDEO  
STREAMING  
TEMPERATURE  
CONTROL**



# Your guests will increasingly demand higher bandwidth for either leisure or work.

Providing this type of service generally means occupying a great amount of space within hotel's infrastructure, a high number of cables and spending a lot of electric power. On the other hand, guests also ask for a bigger ecological awareness and improved use of natural resources. In other words, more efficiency and automation.

## What do guests need?



**46%**  Demand 

**26%**  Demand  

**11%**  Are willing to  for  

Source: TripAdvisor Survey, 2016

According to Netflix's quality indicator, the best services for video streaming are based on optical fiber.



The delivery of a good customer's experience depends on an excellent communication network. This is where Furukawa's innovation comes in, ready to offer more flexibility and a more compact infrastructure.

## Laserway solution: optical fiber to the room as if it was in your home!

Laserway solution is based on passive optical elements that by default are triple play, in other words, can carry voice, data and video resources.

Laserway solution does not request secondary active equipment for signal enhancing and reaches a maximum distance of up to 20 km. As traditional copper networks, on the other hand, reaches a maximum of 100 meters.

It is ideal for large areas like exhibition centers, tourist areas and hotel complexes, where control and management of the network must be concentrated.

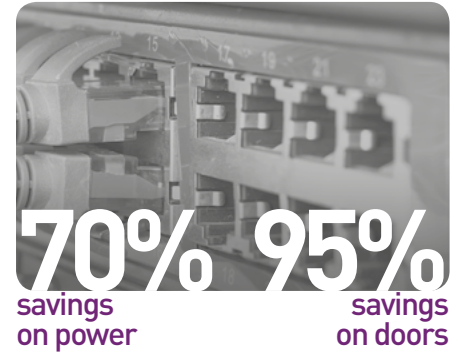
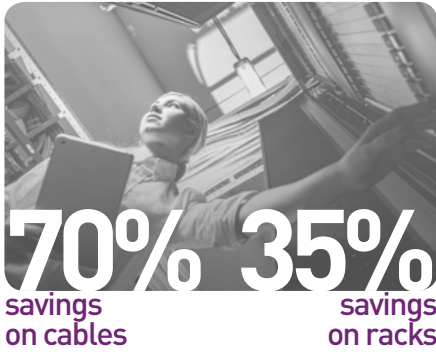
It reduces costs and maintenance time.



# Laserway solution: ecologic and future-proof.

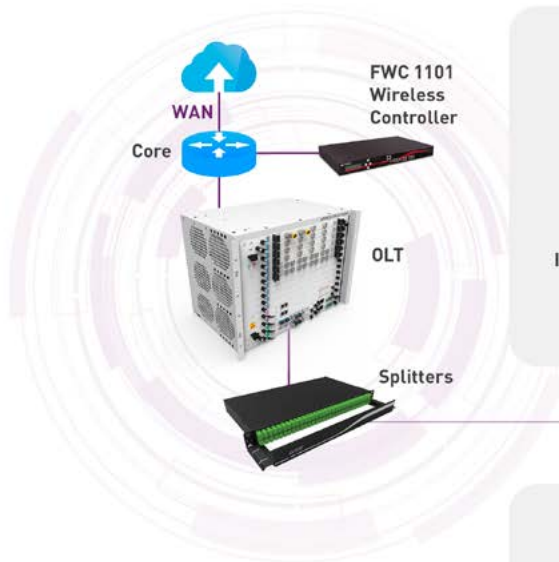
In an optical network, what defines the bandwidth availability is the active concentrator equipment. Therefore, as time passes, there will be no need to adapt the passive part of network. Guaranteeing a future-proof life to cabling which will need no adjustments for any future generation of equipment. By doing so we avoid unnecessary disposal of wastes and support an ecological approach of technology.

## The solution allows optimizations of up to\*:

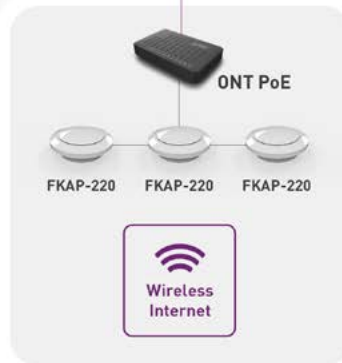
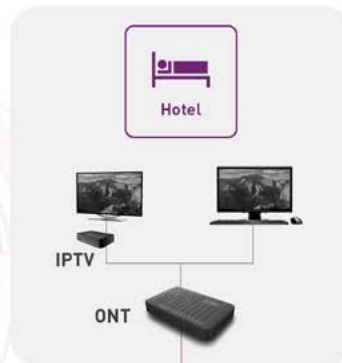


\* Values may vary according to each project.

## Optical networks that add value to your hotel.

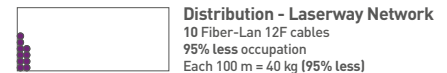
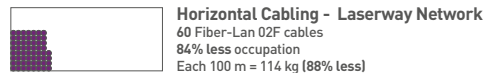
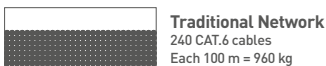


- ✓ Security by images
- ✓ Access control
- ✓ Property management system
- ✓ Automated check-in/out
- ✓ Digital signage
- ✓ Facial recognition
- ✓ Room customization



### Your network, more efficient and sustainable!

Simulation of duct occupation:



# Advantages to your business and guests.



**Innovation  
and Technology**  
Fully Optical Structured  
Cabling Network



**Efficient  
and Sustainable Network**  
Reduction of Power Consumption  
Infrastructure Optimization



**Future-Proof Technology**  
Optical infrastructure with capacity  
in terabits per second (Tbps)



**Flexible Infrastructure**  
Easy to handle and expand



**Logical and Physical  
Security**  
Native Standard Cryptography  
Carrier Standard of Reliability  
Electromagnetic Immunity



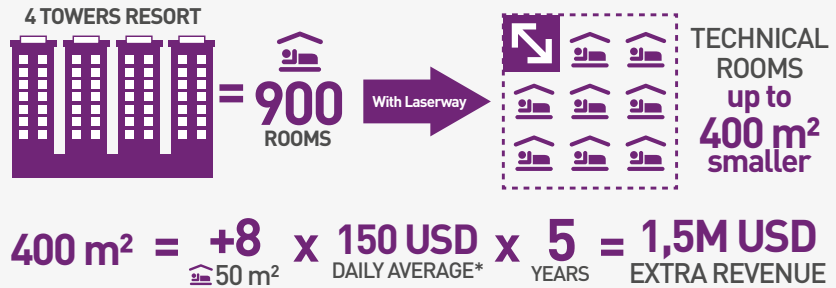
**Optimized Operation**  
Centralized Control  
High Availability

## Understand the benefits:

- ✓ **Simplified Infrastructure:** the use of passive and compact optical elements along the network allows the reduction of technical rooms and the size of cable trays and ducts.
- ✓ **Reduction of Power Consumption:** due to the reduction in the number of technical rooms necessary for the local network, there is also a reduction in cooling and electrical feeding. Besides, Laserway solution equipments have low power consumption, because they transmit data through an optical medium.
- ✓ **Better Band Control:** as OLT and ONT equipments are located at the terminals of the optical network in the Laserway solution, the control of used band in each of the ONTs is facilitated. This feature of having the centralizing equipment switching the traffic at a central point of the network also fits perfectly with the traffic profile of the current local networks.
- ✓ **Future-Proof Network:** the distribution network of Laserway solution, has a transmission capacity in Tbps (terabits per second). It is known that over time data transmission rates of active equipment increase significantly. The infrastructure implemented today as Laserway solution is ready to support this future demand.
- ✓ **Network for Green Buildings:** the characteristics of Laserway solution are essential to meet incentive programs to use efficient resources, because they contribute to the reduction of power consumption of cooling systems as well as the quantity of material used in cabling and accessories.
- ✓ **Investments Savings:** the Laserway solution brings important reductions in CAPEX (material costs) and OPEX (operating costs).
  - ✓ **CAPEX:** project based on Laserway solution enables an optimization of the infrastructure allowing a reduction in the total initial investment in materials, installation and physical space used.
  - ✓ **OPEX:** the operation and maintenance of the network is simplified, due to smaller technical rooms, reduced number of active equipment and control of all the served doors from a single central equipment. However, the major impact is over reduction of power consumption that may reach up to 70%.

## Laserway example for your business

\* Considering an occupation rate of 70% per year.



## Laserway respects the best international technical references.

**ANSI/TIA-568.0-D** – Generic Telecommunications Cabling for Customer Premises

**ANSI/TIA-568.1-D** – Commercial Building Telecommunications Infrastructure Standard






**ANSI/TIA-568.3-D** – Optical Fiber Cabling and Components Standard

**ANSI/TIA-606** – Administration Standard for Telecommunication Infrastructure

**ITU-T G.984** – Gigabit-capable passive optical networks (GPON): General characteristics

**TDM 13** – Volume 1 - Chapter 5: Horizontal Distribution Systems - Section 1: Horizontal Cabling Systems – Passive Optical Networks (PONs)

## Services and Warranty\*

-  Consultative sales and projects
-  Assisted operation and start-up
-  Extended warranty
-  Furukawa Institute of Technology
-  8x5 support

Consult and hire



Hotels that adopt Laserway solution receive a quality seal, guaranteeing a high quality network and respect for the environment.



Check out the network of hotels that already have implemented Laserway:

**Brazil** *Tayaya Resort • Grande Hotel SENAC São Pedro and Campos do Jordão • Olímpia Park Resort\** • **Mexico** *Staybridge Suites Silao, Iraputo and Guadalajara • Karisma Resort (Playa del Carmen) • Intercontinental Presidente Hotel (Mexico City) • Ritz Carlton Hotel Los Cabos\** • **Chile** *Bidasoa Hotel (Santiago)* • **Colombia** *Aviatur Monaprieta Hotel Resort, Las Islas Baru (Cartagena)*

\* Projects under implementation.



For further  
information, scan:



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