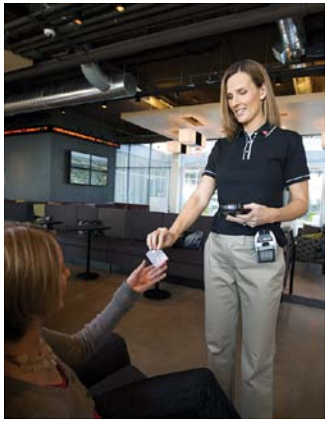
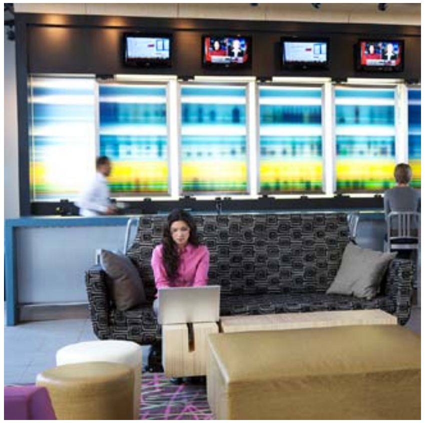
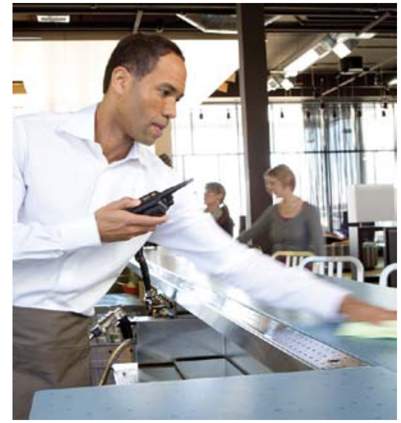






Q2 2011

MOTOROLA SOLUTIONS MARKET BAROMETER 2011 HOSPITALITY

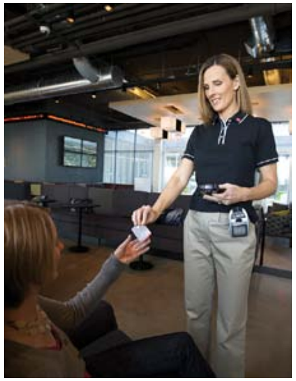
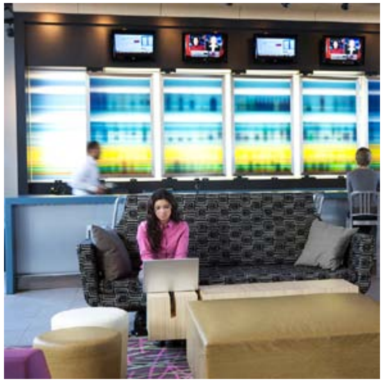
BUSINESS AND MARKET INTELLIGENCE
MOTOROLA SOLUTIONS

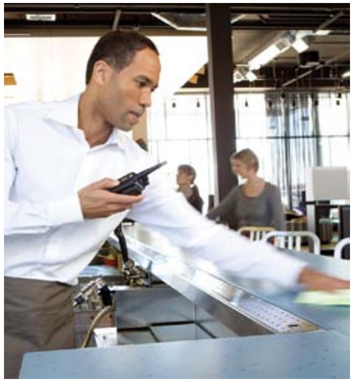
MARKET BAROMETER 2011 HOSPITALITY

INTRODUCTION

The Motorola Solutions Barometer is a market trends study conducted to better understand the changing environment and business strategies concerning mobility in enterprise and government industries.

- What are the strategic mobility issues concerning mobility decision-makers?
- How are enterprises and government segments utilizing mobility and what are the benefits?
- What are the future mobile technology investment expectations?
- Which vertical industries and regions are leading in the adoption of mobility solutions?
- Which applications are most deployed and which are poised for greater adoption?




MARKET BAROMETER 2011 HOSPITALITY

OBJECTIVES AND METHODOLOGY

Objectives: Motorola Solutions regularly conducts independent market research to better understand emerging trends in Enterprise and Government mobility markets. The Motorola Solutions Barometer provides indicators of the opportunities and challenges that mobility poses to Hospitality enterprises by gathering direct feedback from the organizations that are investing and deploying these solutions.

Sampling and Methodology: The survey was conducted in Q4 2010. Respondents were screened for involvement in the decision to invest or purchase mobile and/or wireless technologies, including: wireless networks (WLAN, WiFi), cell phones, smartphones, laptops, netbooks, tablets, rugged laptops, rugged handheld computers, and two-way radio systems.

- *Sample:* Invitation to participate was sponsored by third party panel provider (*ResearchNow*). Motorola identity not disclosed. 161 respondents from Hospitality venues across North America and Western Europe completed the survey.

- *Metrics:* The 2011 Hospitality Barometer probed deployment status and future plans for mobile and wireless technologies in the enterprise. Key metrics included deployment status and planning, mobile employee deployments, WLAN deployment timeline, applications driving investments, and key benefits .
- *Technologies:* The research examined current and emerging technologies in the hospitality industry and their impact on customer satisfaction. Key technologies include mobile computing, radio, tablets, and WLAN.

MARKET BAROMETER 2011 HOSPITALITY

NUMBER OF EMPLOYEES AND REGION

Q: "In what country is your organization headquartered?"

United States	104	64.6%
Canada	6	3.7%
United Kingdom	15	9.3%
France	16	9.9%
Germany	20	12.4%
Total	161	100%

Q: "How many full-time employees are employed in your entire organization? Please include employees at all stores, plants, branches, divisions, and subsidiaries worldwide."

Number of Employees	Total	North America	Europe
N	*161*	*110*	*51*
250 to 499	5.0 %	4.5 %	5.9 %
500 to 999	13.0 %	12.7 %	13.7 %
1,000 to 1,999	13.0 %	10.0 %	19.6 %
2,000 to 4,999	11.2 %	10.9 %	11.8 %
5,000 to 9,999	16.1 %	16.4 %	15.7 %
10,000 to 49,999	13.7 %	13.6 %	13.7 %
50,000 to 99,999	11.8 %	14.5 %	5.9 %
Over 100,000	16.1 %	17.3 %	13.7 %

Approx. 70% of respondents represent mid- to large companies with at least 2,000 employees.

HOSPITALITY FOCUS

- The Barometer 2011 includes the responses of **161 decision makers in the Hospitality industry** across North America and Western Europe.
- Decision makers who completed this survey represent hospitality enterprises with over four million workers combined.

	Total	North America	Europe
N	*161*	*110*	*51*
Hotel/Spa/Inn	39.1 %	35.5 %	47.1 %
Amusement Parks/ Arcades/ Tourist Attraction	10.6 %	10.0 %	11.8 %
Casino	8.7 %	10.9 %	3.9 %
Restaurant/Bar -- with Table Service	8.7 %	10.9 %	3.9 %
Restaurant -- Fast Food	8.1 %	10.9 %	2.0 %
Sports Arena/Venue	4.3 %	4.5 %	3.9 %
Golf or Ski Resort	1.9 %	1.8 %	2.0 %
Movie Theaters	1.9 %	1.8 %	2.0 %
Museums, Zoos and Botanical Gardens	1.9 %	1.8 %	2.0 %
National/State/Government monument/park	1.9 %	0.9 %	3.9 %
Other	13.0 %	10.9 %	17.6 %

Respondents represent a wide variety of hospitality enterprises including hotels, tourist attractions, casinos and restaurants.

TARGET CHARACTERISTICS

Q: "Approximately what is your organization's global annual revenue?"

US $ equivalent	Total	N.A.	Europe
N	*161*	*110*	*51*
$15M - 49.9 M	12.4 %	11.8 %	13.7 %
$50 - 99.9 M	11.8 %	10.0 %	15.7 %
$100 - 249.9 M	11.2 %	8.2 %	17.6 %
$250 - 499.9 M	12.4 %	10.9 %	15.7 %
$500 - 999.9 M	15.5 %	14.5 %	17.6 %
Over $1 Billion	36.6 %	44.5 %	19.6 %

Q: "Which of the following best describes your role in your organization?"

Senior-most business leader	8.7%	Executive 37.3%
Senior-most finance leader	6.2%	
Executive in line of business	22.4%	
Operations Manager	24.8%	Management 43.4%
Supply Chain Manager	4.3%	
Manager in line of business	14.3%	
Senior-most IT DM	4.3%	IT 19.2%
VP in IT	2.5%	
Director in IT	4.3%	
Manager in IT	8.1%	

More than one third of survey respondents represent companies exceeding $1 billion in revenues. Responses come from the executive suite , IT functions and management closest to day-to-day implementation of mobile solutions.

MARKET BAROMETER 2011 HOSPITALITY

KEY FINDINGS: HOSPITALITY

Hospitality enterprises recognize the increasing importance of mobile technologies (91%) and the competitive advantage for their business (78%). The majority (56%) are planning increased spending on mobile and wireless technologies in 2011 to better equip their workforces.

Elevating the guest experience

- Improved guest experience is the top driver for mobility investments, cited by 76 percent of hospitality venues surveyed.
- Hospitality decision makers are investing in mobile products to support customer-facing applications that handle wireless email, guest/attendee check-in, table-side order/payment, event ticketing, among others – all to improve guest services.
- 61 percent of respondents plan to deploy some form of video capabilities, including video surveillance, video conferencing and streaming video in public access areas such as lobbies.
- Of hospitality organizations surveyed, 58 percent deploying mobile technology today are seeing improved customer satisfaction.

Empowering the mobile worker

- 59 percent of respondents currently deploying mobile and wireless technology saw an increase in employee productivity and efficiency, while 55 percent have seen improved sales results.
- Managers, security and customer service associates are the primary users of mobile and wireless devices in the hospitality companies surveyed – 71 percent of supervisors use smartphones, 52 percent of security use radios, 19 percent of ticketing agents are equipped with VoIP, while 26 percent of property managers have tablets.
- The most popular current applications on two-way radios are project management (51 percent) and collaboration (41 percent). Unified messaging and remote management/monitoring have the highest rate of planned deployments into 2012.
- Among survey respondents, tablets and VoIP handsets are the top two mobile devices planned for new deployments by 2012.

Enabling operational efficiency

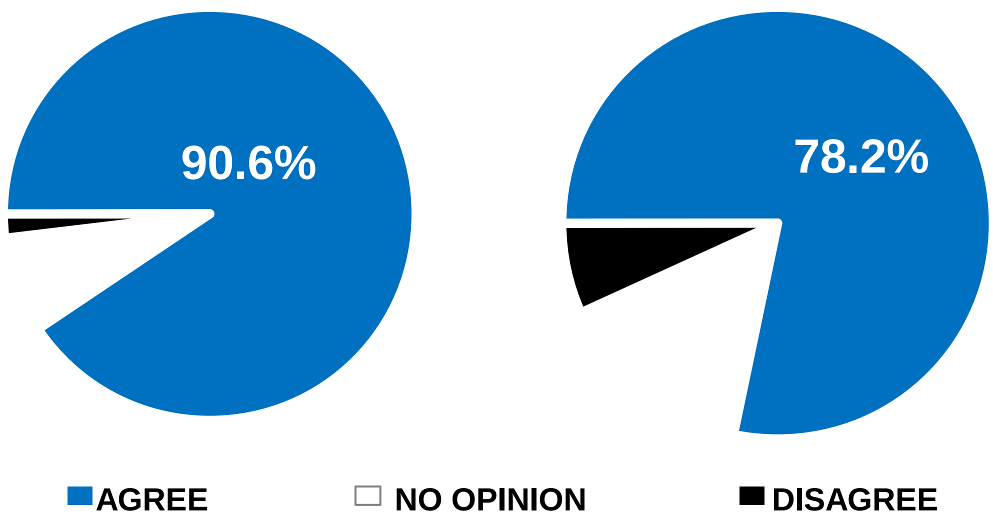
- 75 percent of hospitality organizations surveyed already have wireless LAN (WLAN) installed in their facilities. In North America, approximately one third of these venues have 802.11n, while European venues predominately have 802.11b/g.
- 42 percent of respondents with existing WLAN expect to be fully upgraded to 802.11n by the end of 2012.
- Improving throughput and reliability, and extending range of current wireless data networks are the top three drivers behind 802.11n WLAN adoption – all critical network features to meet greater data volumes and increasing demands for access from the customer and mobile workforce.

MARKET BAROMETER 2011 HOSPITALITY

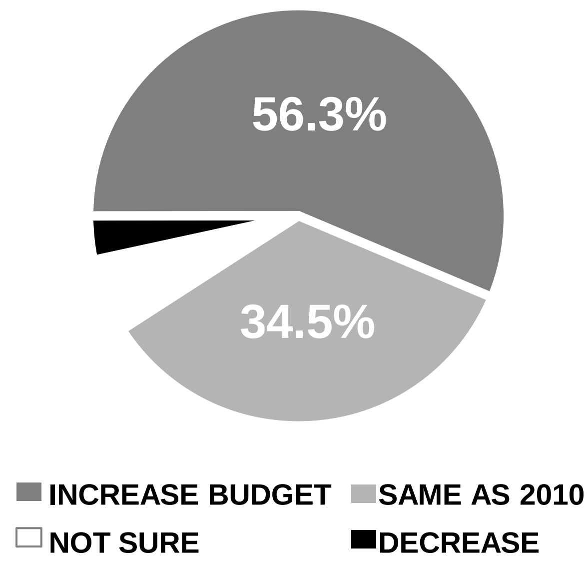
RISING IMPORTANCE OF MOBILITY

"Mobile and wireless technologies are more important to my organization today than they were last year."

"My organization has a competitive advantage by using mobile and wireless technologies."



"What is your organization's plan for investing in mobile and wireless technologies in 2011?"

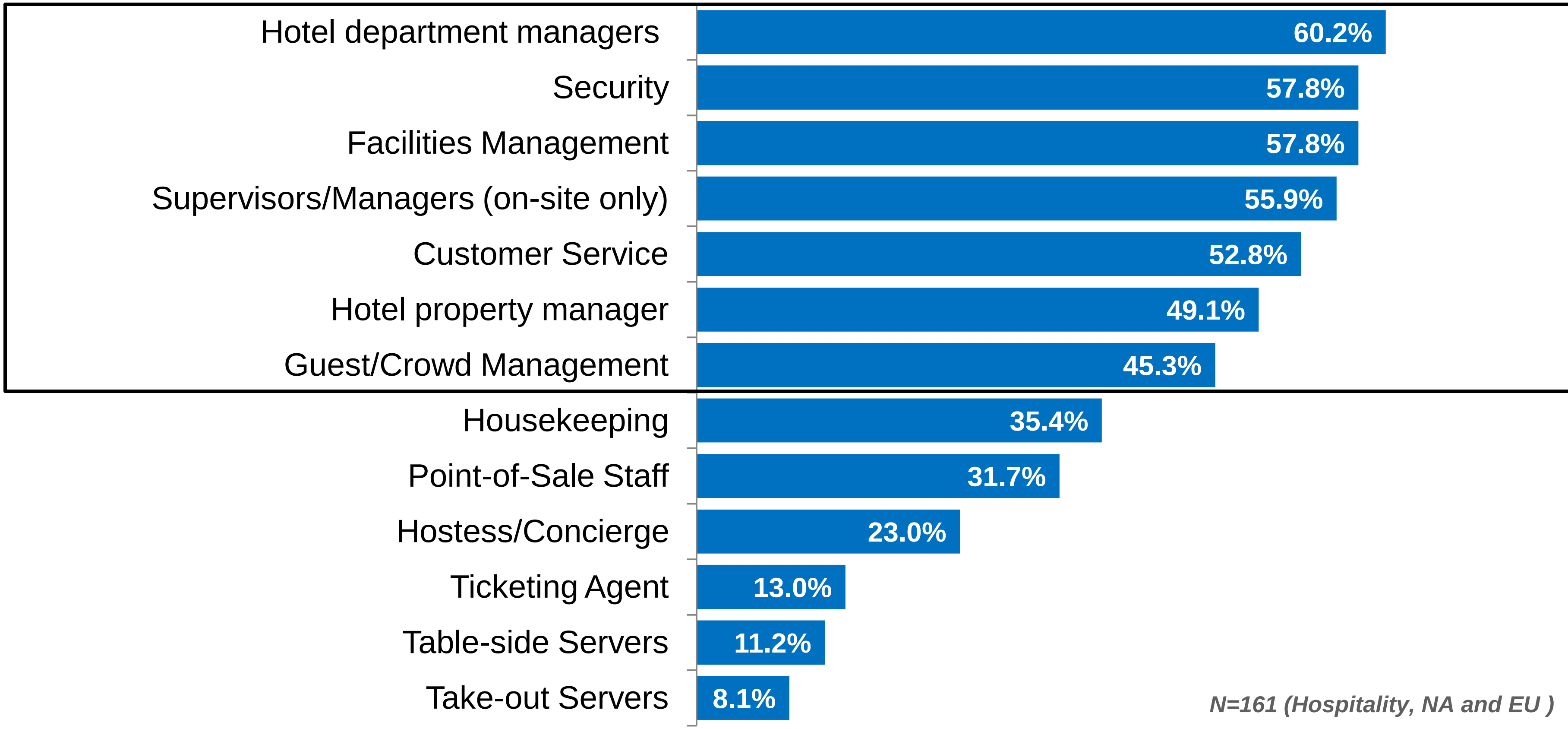


N=161 (Hospitality, NA and EU)

Hospitality decision-makers overwhelmingly recognize the increasing importance of mobile technologies (91%) and the competitive advantage for their business (78%); the majority (56%) are planning increased spending on mobile and wireless technologies in 2011.

MOBILE EMPLOYEE FUNCTIONS

Q: "Which of the following types of employees use mobile and wireless devices regularly for work applications?"



Managers, security and customer service associates are the primary users of mobile and wireless devices in the hospitality companies surveyed.

DEVICES FOR DIFFERENT WORKERS

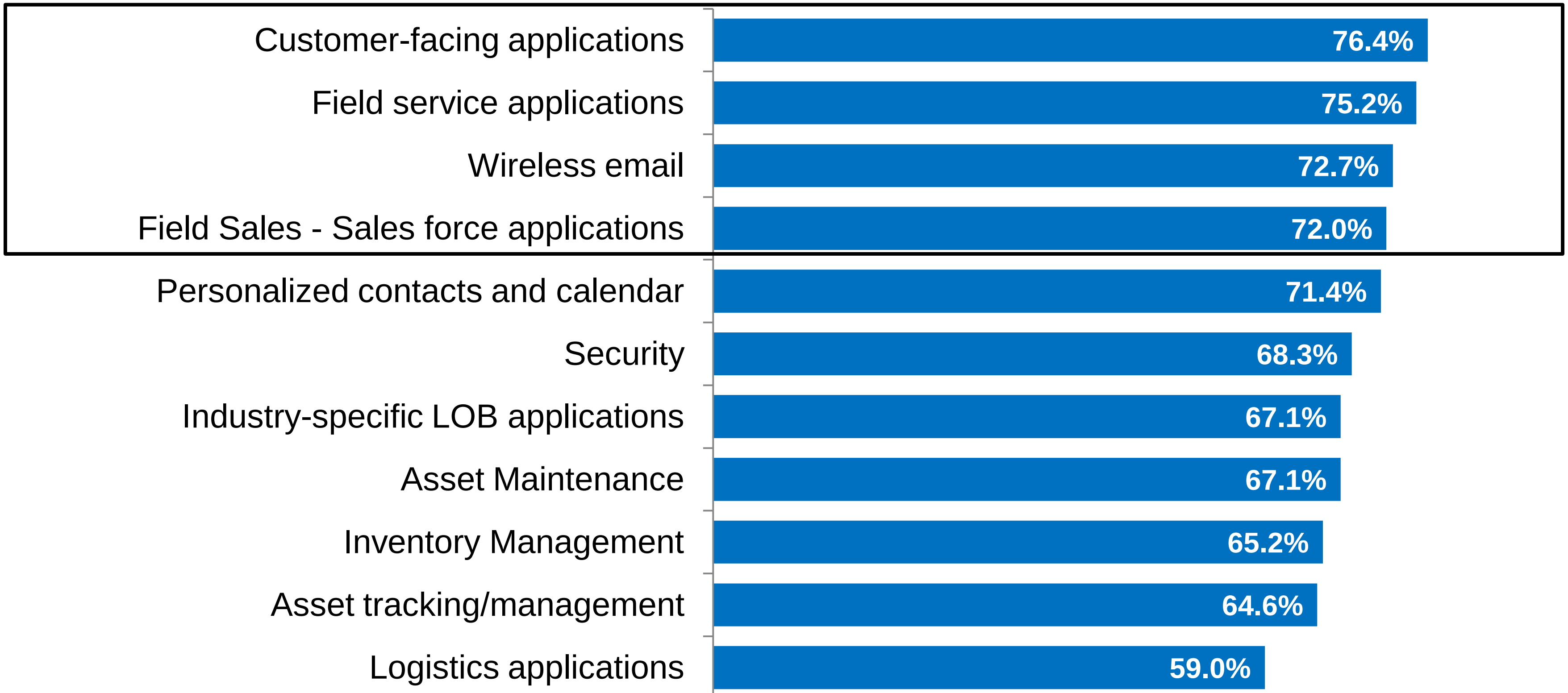
% of enterprises deploying the device with each type of worker

Smartphone		Two-way Radio Portable		VoIP Mobile Handset		Tablet	
Supervisors/Mgrs (on-site and travel)	70.7%	Security	51.6%	Ticketing Agent	19.0%	Hotel property manager	25.6%
Supervisors/Managers mobile on-site	59.1%	Guest/Crowd Management	47.2%	Table-side Servers	16.7%	Table-side Servers	22.2%
Hotel property manager	57.7%	Housekeeping	46.4%	Take-out Servers	15.4%	Point-of-Sale Staff	22.0%
Hotel department managers	53.6%	Facilities Management	42.9%	Facilities Management	14.3%	Supervisors/Mgrs (on-site and travel)	18.5%
Facilities Management	50.5%	Hotel department managers	37.1%	Hostess, Concierge,	13.5%	Hotel department managers	16.5%
Hostess, Concierge,	45.9%	Customer Service	34.9%	Customer Service	13.3%	Guest/Crowd Management	15.3%
Customer Service	39.8%	Hostess, Concierge,	29.7%	Hotel property manager	12.8%	Housekeeping	12.5%
Security	36.3%	Supervisors/Managers mobile on-site	29.5%	Supervisors/Mgrs (on-site and travel)	10.9%	Customer Service	12.0%
Point-of-Sale Staff	36.0%	Hotel property manager	24.4%	Housekeeping	10.7%	Supervisors/Managers mobile on-site	11.4%
Guest/Crowd Management	33.3%	Point-of-Sale Staff	24.0%	Hotel department managers	10.3%	Facilities Management	11.0%

The highest levels of device deployments reflect mobile workers with different needs in different situations. 71% of supervisors use smartphones; 52% of security use radios; 19% of ticketing agents are equipped with VoIP; and 26% of property managers have tablets.

TOP MOBILITY INVESTMENT DRIVERS

Q: "Which mobile applications are the primary drivers behind your organization's investments in mobile products?"



N=161 (Hospitality, NA and EU)

Field-based and customer-facing applications are the top drivers behind investments in mobility products, besides the essential email and contacts apps.

DEVICE DEPLOYMENT DRIVERS

Which applications are the primary reasons (drivers) for deploying each device?

N=148

Smartphone	
Wireless email	43%
Contacts and calendar	31%
Field Sales - SFA	27%
(Mobile) CRM	27%
Field service applications	26%
Customer-facing applications	21%
Line-of-business applications	21%
Guest/Attendee Check-In	20%
Security	18%

N=106

Tablet Computer	
Customer-facing applications	33%
Field Sales - SFA	25%
(Mobile) CRM	22%
Line-of-Business apps	21%
Mobile Point of Sale (POS)	21%
Wireless email	20%
Table-Side Order/ Payment	20%
Line Busting	19%
Contacts and calendar	17%

N=83

Rugged Laptop or Notebook	
Line-of-business applications	19%
Facilities Management	17%
Guest/Attendee Check-In	16%
Table- side Order/ Payment	16%
Inventory Management	16%
Line Busting	16%
Field service applications	14%
Food traceability	14%
Logistics applications	14%

N=61

Rugged Handheld Computer	
Inventory Management	25%
Facilities Management	23%
(Mobile) CRM	23%
Table- Side Order/ Payment	20%
Logistics applications	20%
Line-of-business applications	18%
Field Sales - SFA	18%
Event Ticketing	18%
Line Busting	16%

N=42

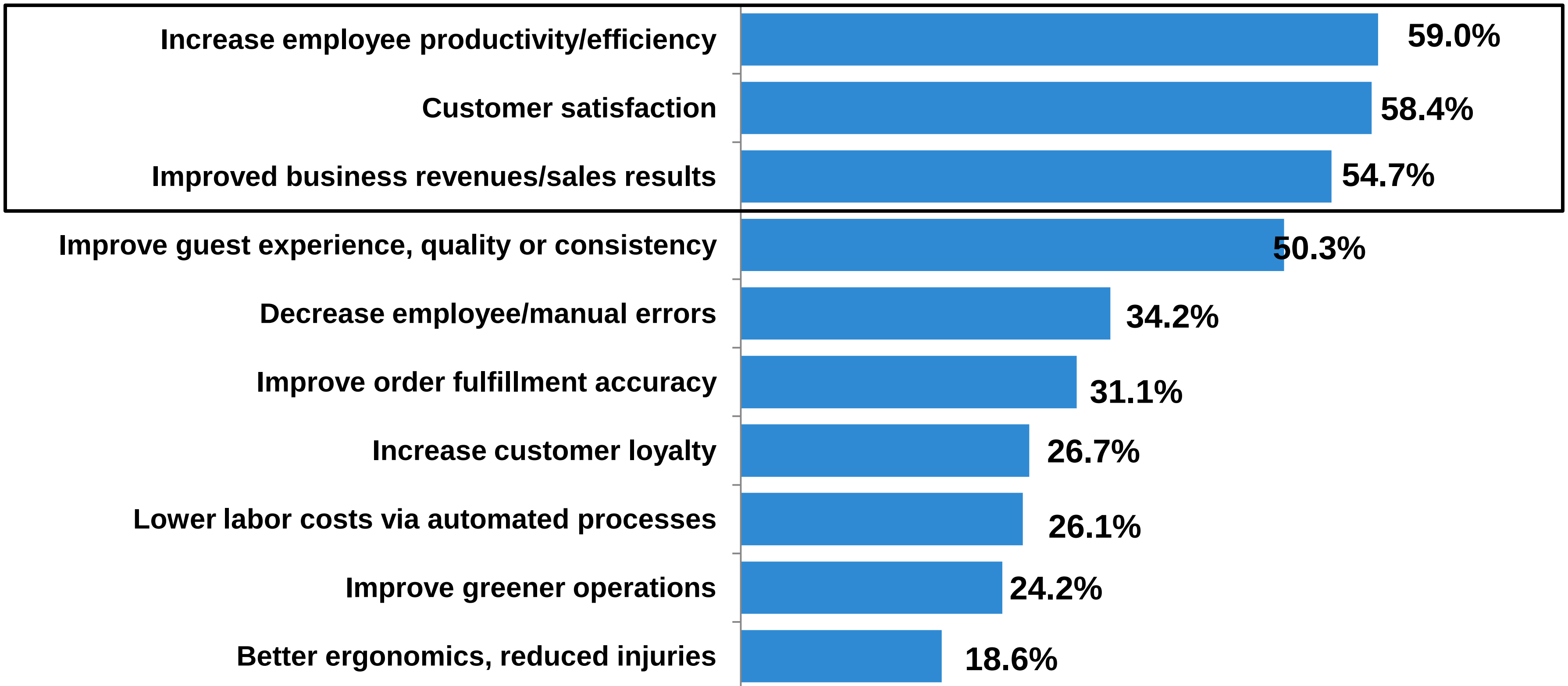
Rugged Wearable Computer	
(Mobile) CRM	21%
Guest/Attendee Check-In	21%
Labor management	21%
Contacts and calendar	19%
Security	19%
Voice over WLAN	19%
Line Busting	19%

Includes NA and EU

Deployment of each form factor is driven by specific combinations of applications for which it is best suited.

BENEFITS

Q: "Which of the following are the most important benefits realized by your organization due to the utilization of mobile and wireless computing and/or communication products?



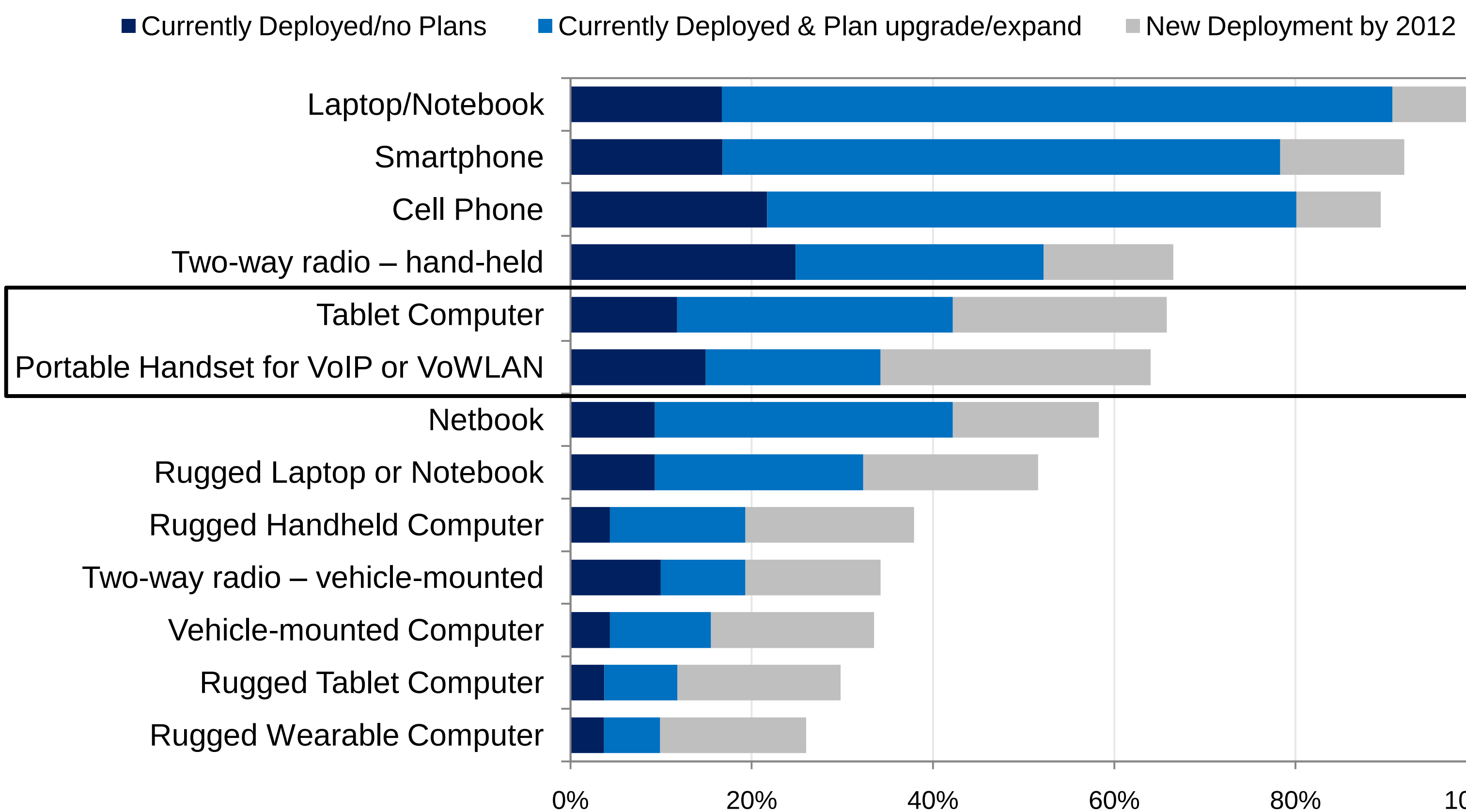
N=161 (Hospitality, NA and EU)

Top three benefits from mobile technologies are increased productivity, customer satisfaction and improved revenues.

MARKET BAROMETER 2011 HOSPITALITY

DEVICE DEPLOYMENT STATUS

Q: "Which of the following mobile and wireless products are currently deployed by your organization for mobile employees and which do you plan to add to your deployments by 2012?"



	Total Currently deployed	Planning New by 2012
Laptop/Notebook	90.7%	8.1%
Smartphone	78.3%	13.7%
Cell Phone	80.1%	9.3%
Two-way radio – hand-held	52.2%	14.3%
Tablet Computer	42.2%	23.6%
Portable Handset for VoIP or VoWLAN	34.2%	29.8%
Netbook	42.2%	16.1%
Rugged Laptop or Notebook	32.3%	19.3%
Rugged Handheld Computer	19.3%	18.6%
Two-way radio – vehicle-mounted	19.3%	14.9%
Vehicle-mounted Computer	15.5%	18.0%
Rugged Tablet Computer	11.8%	18.0%
Rugged Wearable Computer	9.9%	16.1%

Tablets and VoIP Handsets are the top two technologies planned for new deployments by 2012. Laptops, smartphones and cellphones continue to be supported as indicated by high rates of planned upgrades (60 -70%).

EMERGING APPLICATION TRENDS

Q: "What is your organization's level of deployment in the following technologies?"

Description	Technology	Currently Using or Deployed	Planning to Deploy by 2012
Applications that require a persistent internet connection.	**Browser-based Applications***	**44.1%**	**22.4%**
SaaS is a cloud deployment of shared and standardized business applications based on a multitenant architecture.	**Software-as-a-Service (SaaS)***	**32.9%**	**14.9%**
Defined as pay-per-use hosting of virtual servers from service providers such as Amazon Web Services, Savvis, or Rackspace/Mosso or other local service providers..	**Cloud Computing or Infrastructure-as-a-service (IaaS)**	**18.0%**	**24.8%**
conferencing/telepresence, video systems for collaboration.	**Video capabilities**	**37.9%**	**23.0%**
Communications technology [voice, video, and data] that is integrated with desktop applications such as presence, conferencing, and unified messages through an integrated software platform.	**Unified communications**	**27.3%**	**23.6%**
Include RFID, sensors, GPS technologies, and smart cards that collect and transfer data on the condition of physical assets or people.	**Machine-to-Machine (M2M) technologies**	**21.7%**	**22.4%**

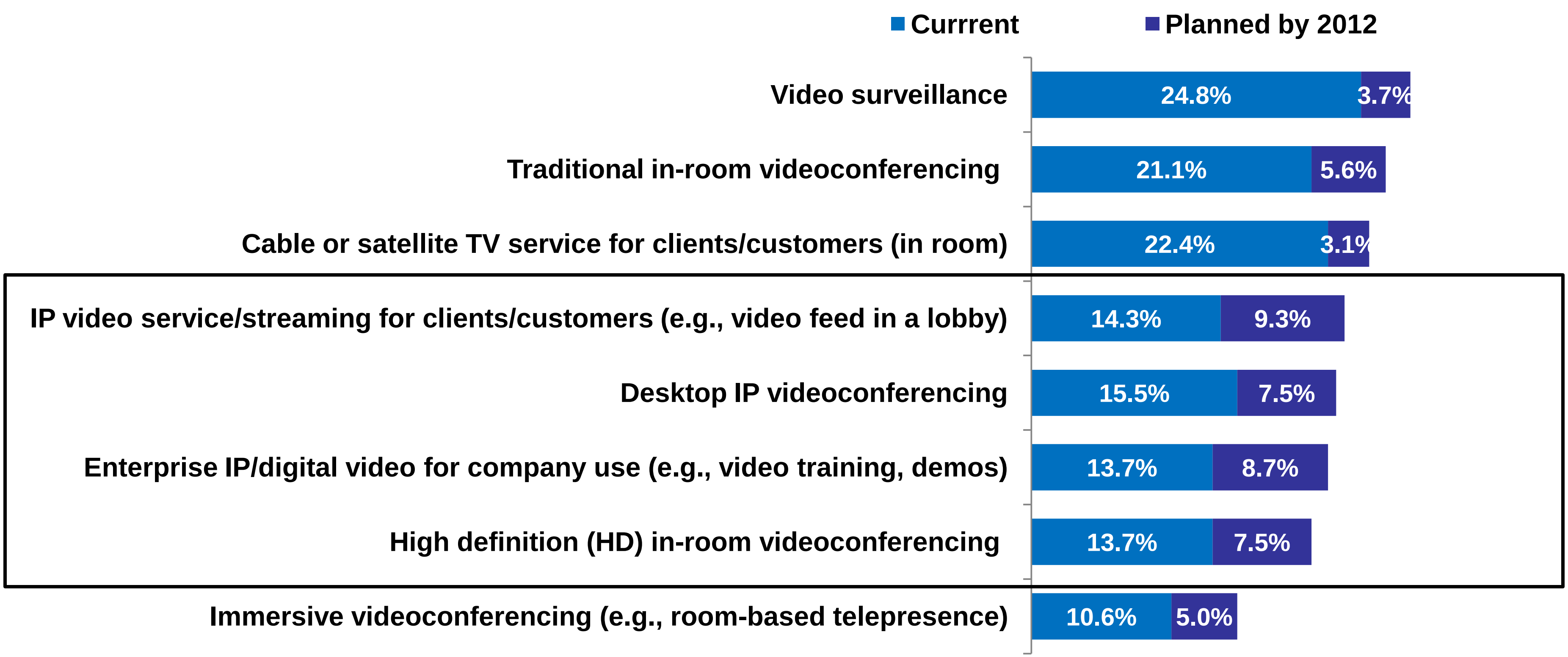
These technologies and terminology are rapidly converging.

N=161 (Hospitality, NA and EU)

One third of Hospitality respondents reported already using SaaS applications and 44% indicated they are browser-based applications.* 61% will have some form of video capabilities deployed by 2012.

VIDEO APPLICATIONS

Q: "What is your organization's level of deployment in the following technologies?"



N= 98 (Hospitality, NA and EU)

Video surveillance, traditional video-conferencing and in-room cable are the top current video deployments. HD and IP video technologies are expected to expand significantly by 2012 reaching levels close to cable/satellite services.

APPLICATIONS SOURCING

Q: "What is your organization's primary strategy for acquiring or developing applications for mobile products currently? What is the planned strategy into 2012?"

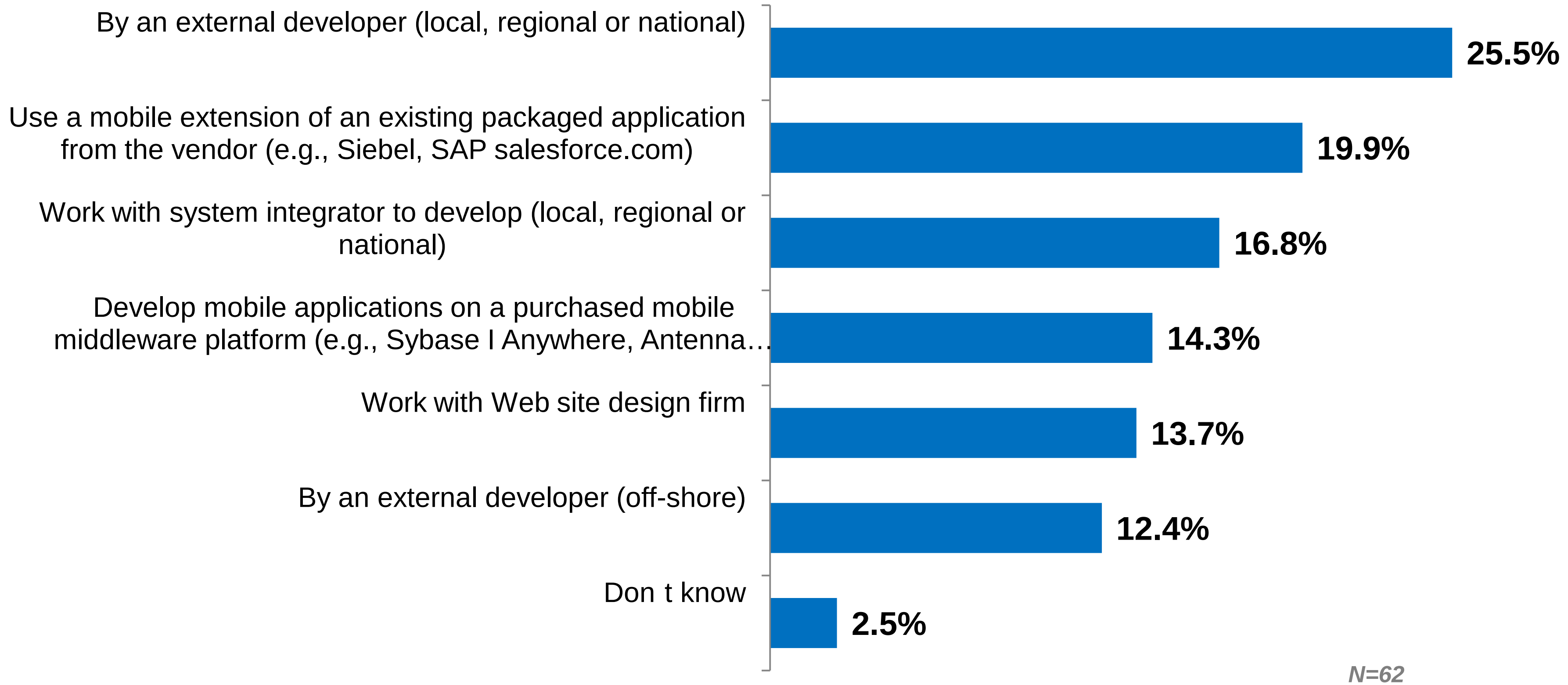
	Current	Future	Change
Homegrown and/or developed in-house	48.4%	21.7%	-26.7%
Custom applications developed by an external developer	38.5%	36.6%	-1.9%
Purchase mobile applications off the shelf	47.8%	40.4%	-7.5%
Other (please specify)	5.0%	6.8%	1.9%
Don t know	21.7%	34.2%	12.4%

N=161 (Hospitality, NA and EU)

Preferences for acquiring mobile applications are in flux, reflected by a high number of respondents (34%) who can't say what the strategy for their organization will be in 2012. Significantly fewer expect to develop applications in-house.

APPLICATION DEVELOPMENT

Q: "What resources do you work with to develop custom mobile applications or to customize existing applications?



When developing custom mobile apps, one quarter of respondents works with an external developer that is local, regional or national, compared to 12% who use off-shore developers.

TYPES OF TWO-WAY RADIO IN USE

Q: "Which of the following best describes your current two-way radio deployments?

Use of FRS Radio in the Enterprise

Licensed (e.g., LMR/PMR)	41.5%
Un-licensed (e.g., FRS)	20.8%
Both. Some unlicensed / some licensed radios.	18.9%
Don't Know	18.9%

Use of Repeaters/Radio Antennae Systems

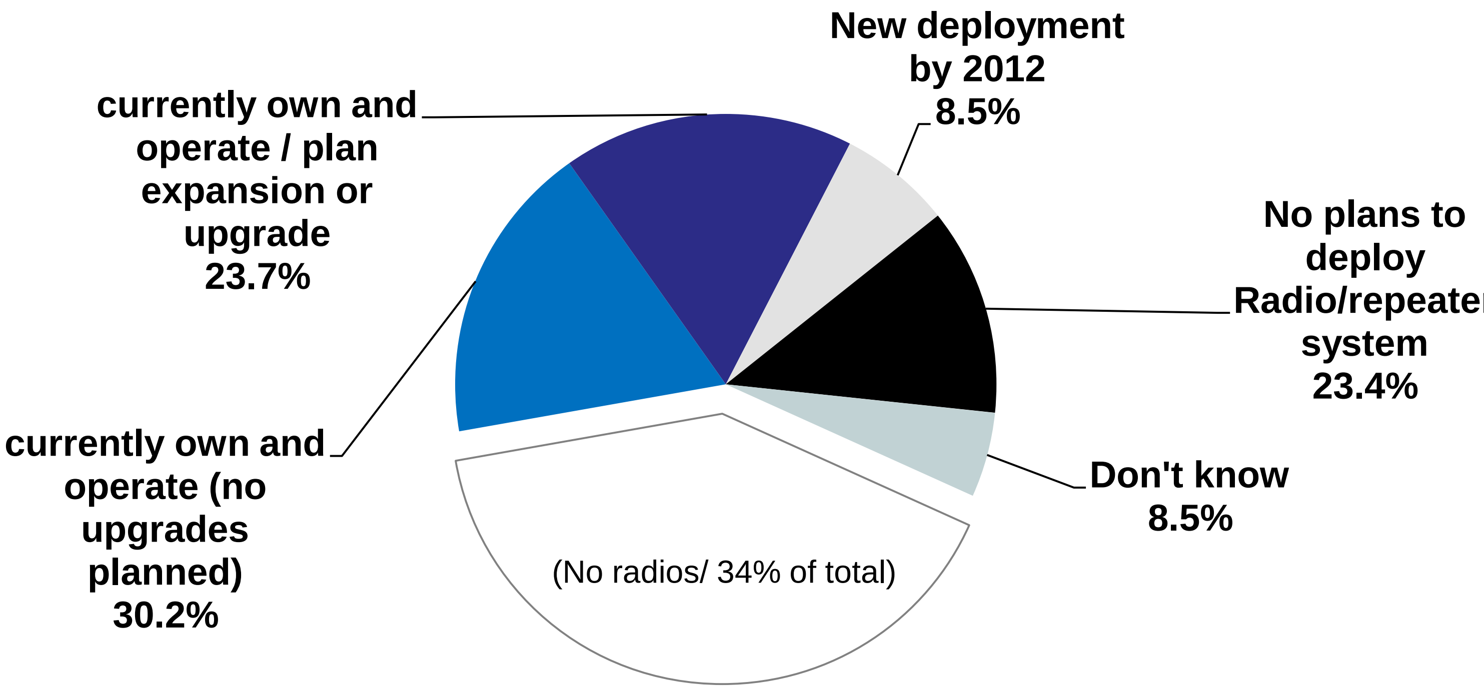
	Two-way radio handheld
Direct Radio-to-Radio(s) Communication	80.2%
Company-owned and operated system with repeaters and radios	47.2%
Service Provider's repeater/antennae system (Paid Subscription)	26.4%

Use of FRS radio in hospitality is prevalent (21% - solely FRS, 19% - in addition to LMR). Nearly one half (47%) of hospitality enterprises operate their own system for at least some part of their deployments while 26% use a service provider.

TWO-WAY RADIO DEPLOYMENT PLANS

Q: "What are your company's plans for installing or expanding two-way radio deployments that include a radio repeater and antenna system?"

% among those with current or planned two-way radios any type



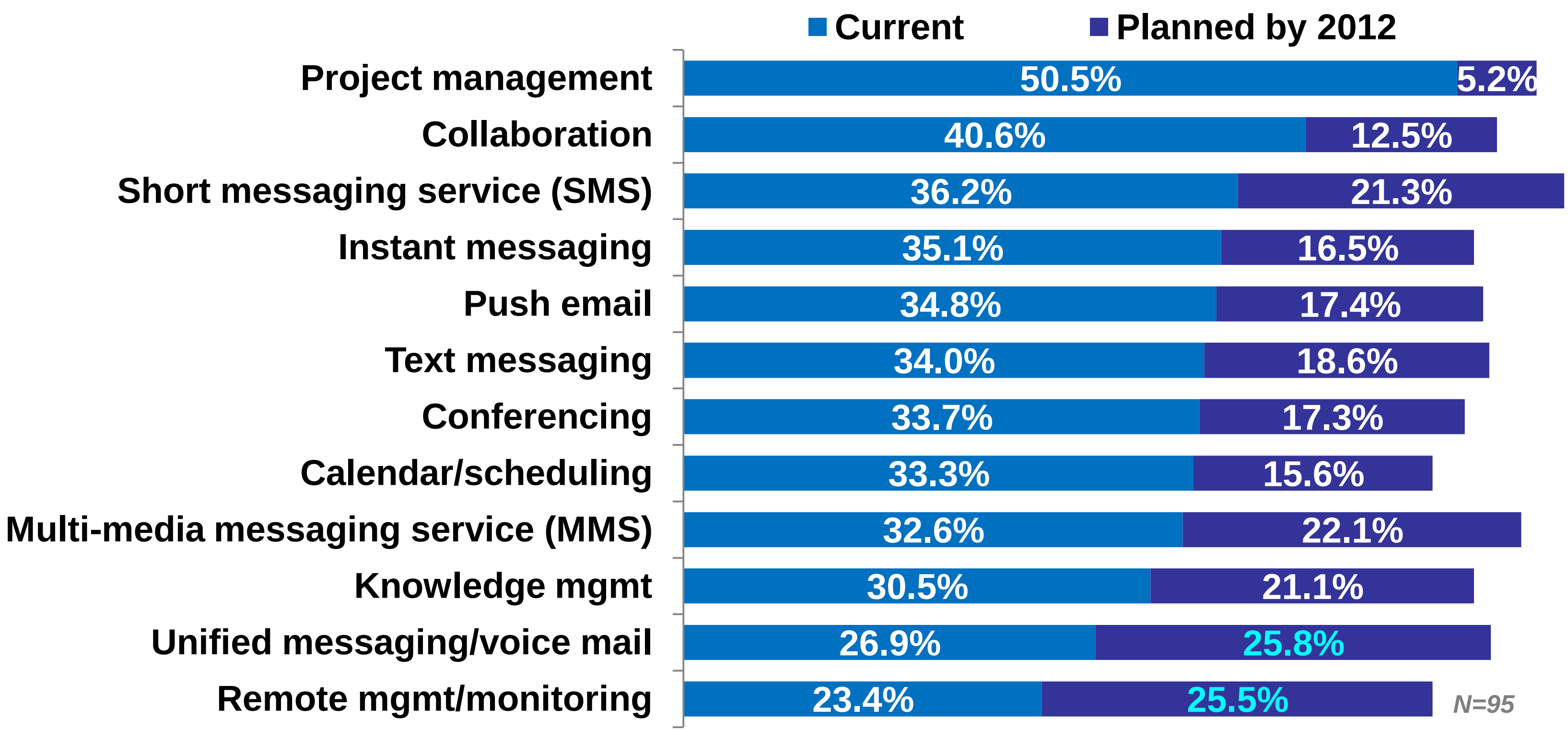
N=106 (have or plan radio products)

Among manufacturers who have or plan to deploy two-way radios, about one quarter (24%) own and operate the radio/repeater system and plan to upgrade by 2012; 30% own and operate with no plans to upgrade.

TWO-WAY RADIO: DESIRED APPS

Q: "Which of the following applications do you currently have deployed on two-way radios and which do you plan to deploy by the end of 2012?"

(Among respondents with current or planned 2-way radio deployments)

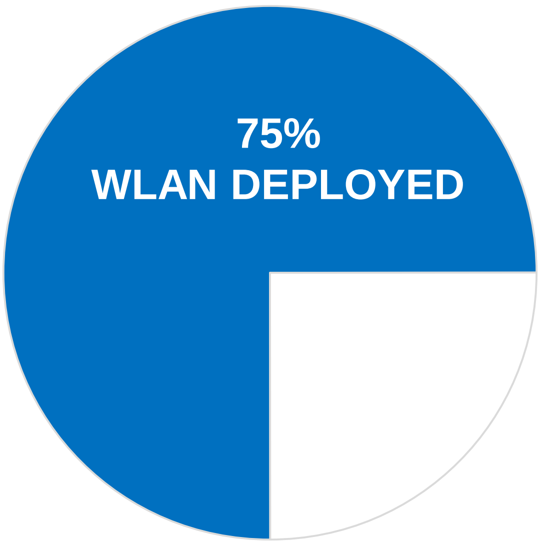


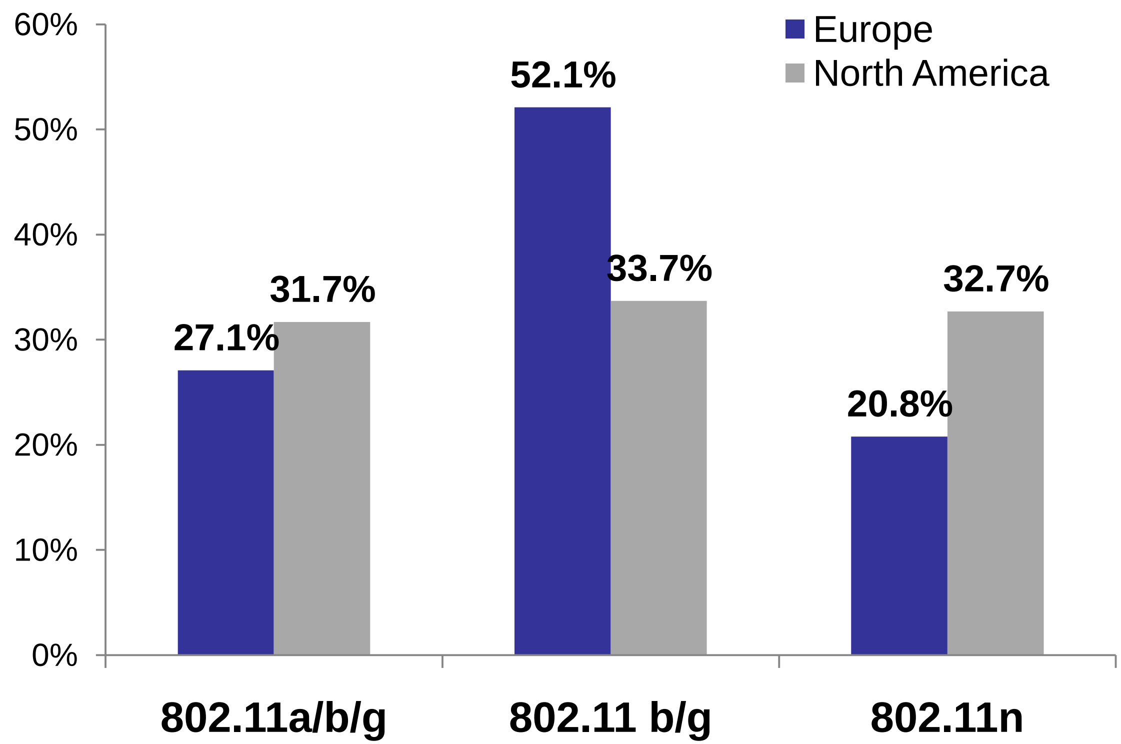
The most popular current applications on two-way radios are project management (51%) and collaboration (41%). Unified messaging and remote management/monitoring have the highest rate of planned deployments into 2012.

MARKET BAROMETER 2011 HOSPITALITY

CURRENT 802.11 STATUS

Q: "Which of the following IEEE standard wireless LAN technologies (for infrastructure, access points etc.) are currently deployed by your company?"



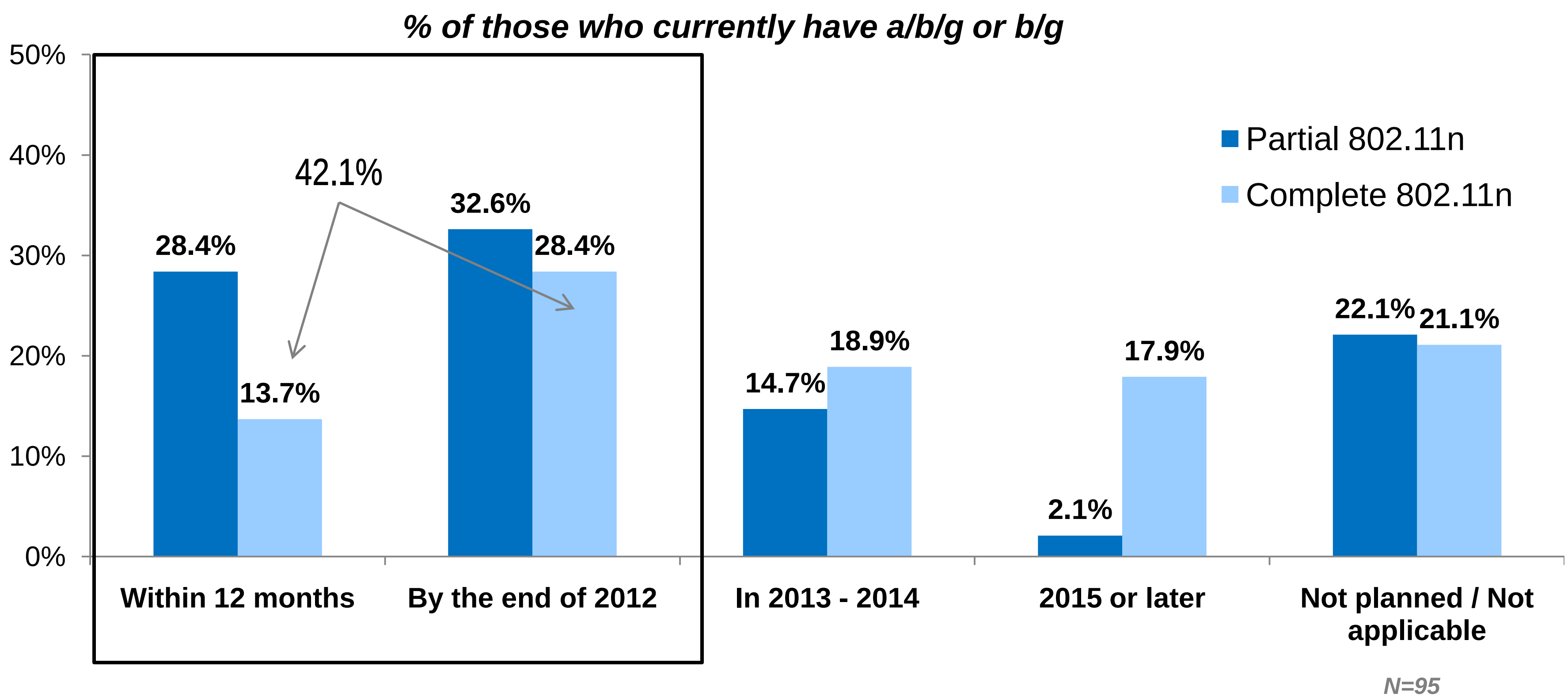


N=161 (Hospitality, NA and EU)

Three quarters of hospitality venues surveyed have WLAN deployed. Approximately one third in North America already have 802.11n, while European venues surveyed predominantly have 802.11b/g currently installed.

802.11 N SCHEDULE

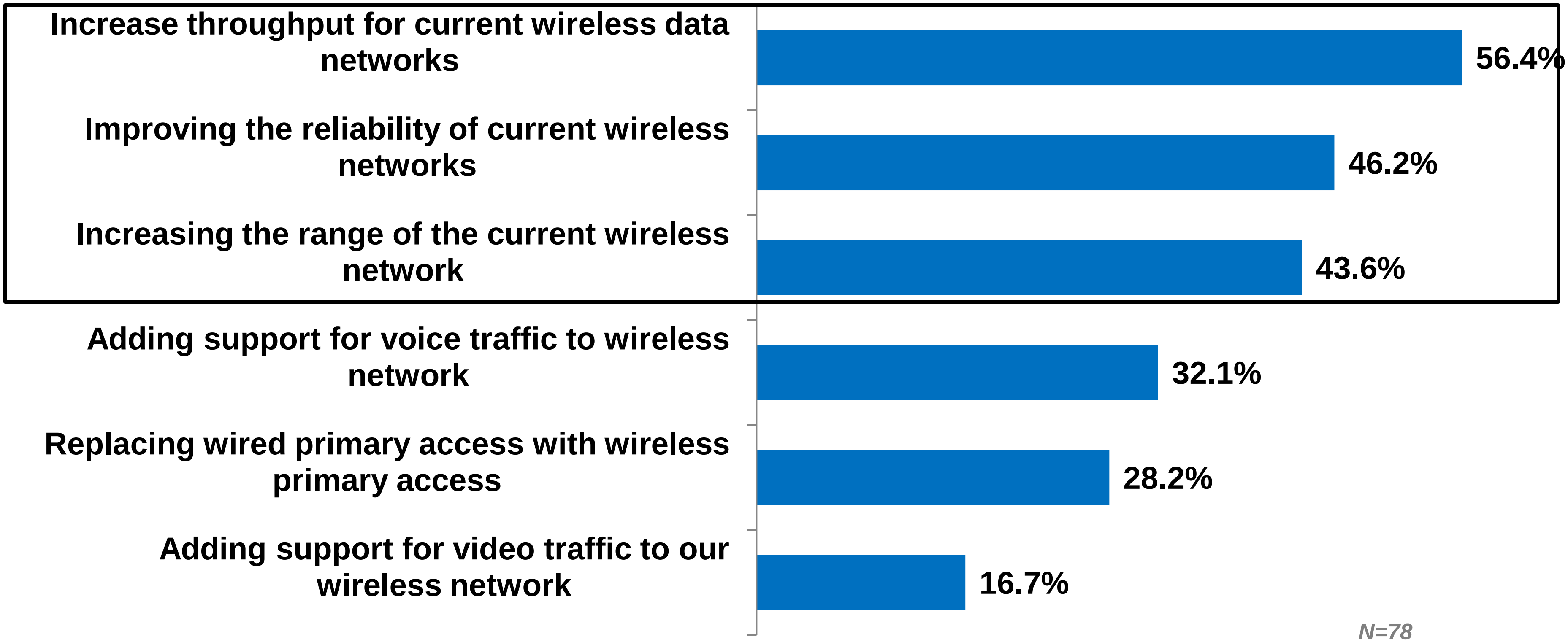
Q: "On what schedule does your company expect to replace its 802.11 a/b/g or 802.11 b/g WLAN deployments with 802.11n?"



42% of the currently deployed WLAN base expects to be fully upgraded to 802.11n by the end of 2012.

WLAN DRIVERS

Q: "What does your organization consider the primary driver(s) for adopting 802.11n?
(% among those with current or planned WLAN deployment)



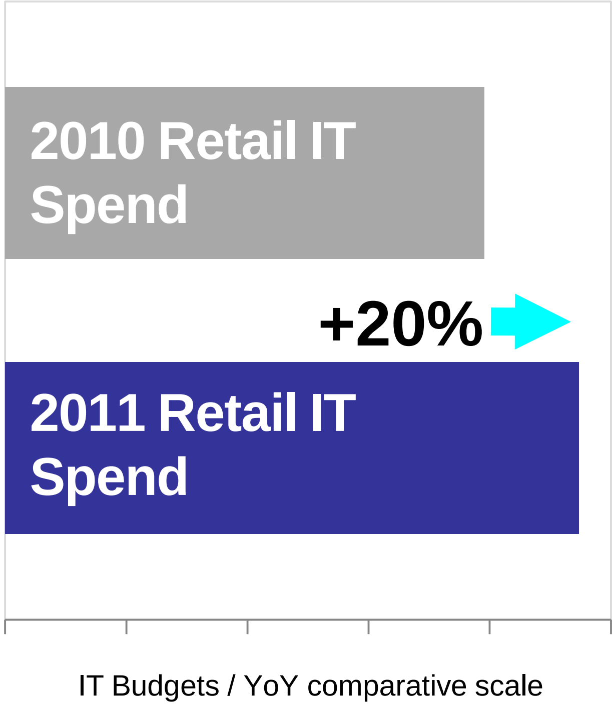
Improving throughput and reliability, and extending range are the top three drivers behind 802.11n adoption: all are critical network features to meet greater data volumes and increasing demands for access from the customer and the mobile workforce.

MARKET BAROMETER 2011 HOSPITALITY

IT-TELECOM BUDGET

Q: "What is your organization's current total annual IT and telecom budget for 2010? and what is the budget planned for 2011?"

	IT-Telecom Budget 2010	IT-Telecom Budget 2011	Change
<$250,000	19.5%	14.9%	-4.6%
$250,000 - $499,999	11.5%	10.3%	-1.1%
$500,000 - $999,999	10.3%	9.2%	-1.1%
$1 mill - $4.9 million	8.0%	12.6%	4.6%
$5 mill - $9.9 million	10.3%	5.7%	-4.6%
$10 mill - $49.9 million	9.2%	11.5%	2.3%
$50 mill - $99.9 million	5.7%	6.9%	1.1%
$100 mill- $499.9 million	10.3%	9.2%	-1.1%
$500 million +	8.0%	11.5%	3.4%
Total	100.0%	100.0%	0.0%

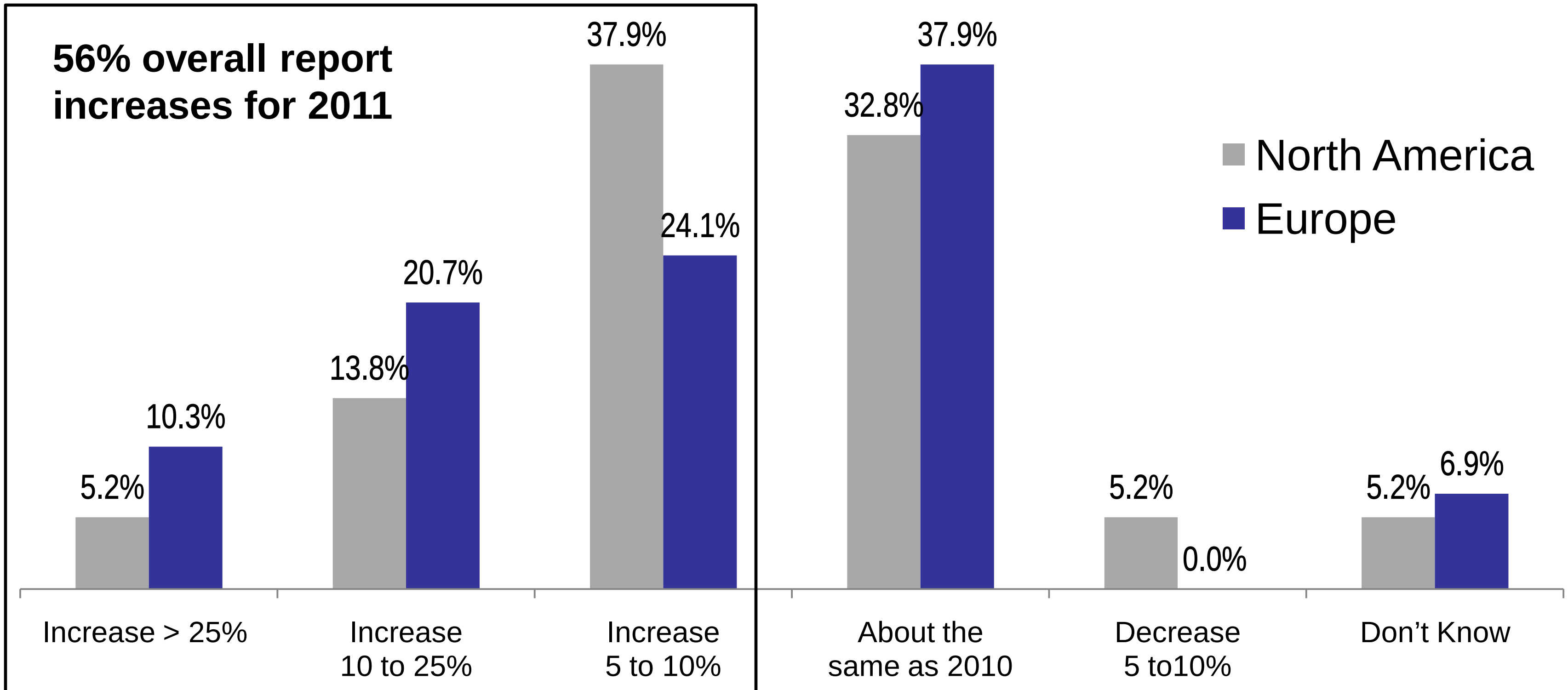


N=161 (Hospitality, NA and EU)

IT spending is increasing by approximately 20% overall in 2011 according to the planned spend among hospitality decision-makers surveyed.

MOBILE INVESTMENTS 2011

Q: "What is your organization's plan for investing in mobile and wireless technologies in 2011?"



N=161 (Hospitality, NA and EU)

56% of hospitality decision makers planned for increases in mobile investments in 2011. Greater average increase is expected in Europe than in North America.

MARKET BAROMETER 2011 HOSPITALITY

CONCLUSIONS

- Mobility technologies are a recognizable differentiator for hospitality venues seeking a competitive advantage for their business through increased customer satisfaction.
- Hospitality decision makers realize the increasing importance of mobile and wireless technology to their businesses and have increased their investments in 2011.
- The majority of hospitality venues have deployed wireless LAN technology and are making plans for expansion and upgrades to handle greater data volumes and increasing demands for high-speed access from the customer and mobile workforce.

THANK YOU