



# Three Ways to Wow Residents in the Golden Age of Entertainment

Technology has the potential to increase efficiency and productivity, improve communication and create memorable experiences. We've become accustomed to the instant gratification technology affords us in our lives, both at work and at home.

Nearly 60% of Americans stream TV shows, movies and other videos.<sup>1</sup> As that percentage continues to increase, it will become more important than ever for properties to offer residents a seamless experience. When it comes to the technology that powers these experiences, residents, from the digital novice to the digital expert, likely want three things:

## 1 Speed

Gigabit speeds are a game changer, not just for movie buffs, but for every resident who streams, surfs, games and even works online. Imagine being able to offer your residents reliable speeds even when the entire community is online. It impresses the residents of today and supports the tech of tomorrow. Look for a provider that can offer:

- Lightning-fast Internet
- A personalized WiFi experience

<sup>1</sup> <https://www.cnbc.com/2018/03/29/nearly-60-percent-of-americans-are-streaming-and-most-with-netflix-cnbc-survey.html>

# 2

## Control

Advanced technology has changed the face of entertainment at home, putting residents in the driver's seat. You can give your residents the ability to flip among live TV, On Demand and DVR shows, record multiple programs and store hundreds more, all with the touch of a button. By 2020, 50% of all searches will be voice.<sup>2</sup> What's more, the voice recognition market is poised to surpass \$18 billion by 2023.<sup>3</sup> In entertainment, voice search can make it easy for viewers to search for programs and get personalized recommendations, so that they can find what they love and discover new favorites. Look for a solution that includes:

- Voice-activated controls
- Advanced search and recommendations
- On Demand options and DVR capabilities

# 3

## Access

When your residents are ready to relax, they want a simple, uninterrupted experience. Advanced technologies can allow you to provide access to great entertainment whenever they want it, in every room, on any device. Your residents can start watching a show in the family room, then move to the kitchen and queue up the same program while they prepare dinner, without missing a beat. Instant access is key to modern consumers. Communities that deliver it can increase the value of their properties and help attract residents who may be willing to pay more for better experiences. Look for a solution that offers:

- Broad coverage
- Common-area WiFi
- Millions of WiFi hotspots nationwide

**Bring the future of entertainment home. Provide your residents with the speed, control and access they want and give your property the competitive edge it needs. Learn how to improve resident experiences in our **Property Manager's Pocket Guide**.**

<sup>2</sup> <https://www.campaignlive.co.uk/article/just-say-it-future-search-voice-personal-digital-assistants/1392459>

<sup>3</sup> [https://www.marketsandmarkets.com/Market-Reports/speech-voice-recognition-market-202401714.html?gclid=Cj0KCQAurjgBRCqARIsAD09sg\\_M1FXpREgEoEcX6VdQDWSCSW682g6cwSfmGHWUgA3nJHYxLPljTcaAjxPEALw\\_wcB](https://www.marketsandmarkets.com/Market-Reports/speech-voice-recognition-market-202401714.html?gclid=Cj0KCQAurjgBRCqARIsAD09sg_M1FXpREgEoEcX6VdQDWSCSW682g6cwSfmGHWUgA3nJHYxLPljTcaAjxPEALw_wcB)

