

HEDNA Standards Committee Publishes New Resources for Hotel Electronic Distribution Community

October 20, 2005, Falls Church, Va. - The Hotel Electronic Distribution Network Association (HEDNA) Standards Committee has recently published several documents: Management of Digital Assets, GDS Dual Representation Exception Process, and 360 Degrees Virtual Tour and Video Recommendations. Each document was drafted and approved by the volunteer Standards Committee, which is comprised of a wide cross-section of companies and distribution functions.

The Management of Digital Assets document introduces standard specifications for digital assets to drive a level of consistency across the industry. In the current process, each channel has their own individual naming convention, size and specifications for digital assets. This results in hoteliers undertaking duplicative, manual processes, which are cumbersome to manage, and adversely impacts recipients trying to get what they need. Standards Committee Working Group Chair Sally Richards, Leonardo, commented, "It was the goal of our group to provide recommendations of digital image standards that will streamline efficiencies and expedite the update process. We are pleased with our results and excited to share them with the industry."

The GDS Dual Representation Exception Process document provides guidance for hoteliers who are pre-building for switchovers. "Issues surrounding dual representation exceptions have long concerned hoteliers," remarked Jennifer Riesselman, Carlson Hospitality Worldwide, who serves as Standards Committee Co-chair. "The GDS have each endorsed the content of the new Exception Process document; this will give much-needed direction to hotels which may be uncertain as to what type of written authorizations are required by the GDS."

The 360 Degrees Virtual Tour and Video Recommendations is another important document that proposes specific guidelines for virtual tours and videos that would be used in conjunction with hotel product marketing. Virtual tour recommendations cover: file size, and image format, dimension, ratios, sizes, and resolutions. Video recommendations cover length, media players/formats, bit rates, resolution, frames per second, delivery, and audio.

Jimmy Suh, HEDNA President, said, "These recommendations are yet another example of the excellent work that is coming out of our Committees and their working groups. All members of the hotel industry should stand up and take notice of the work that is being done to improve efficiency in the way hotel product is marketed, managed, and distributed."

These resources are currently posted on the HEDNA.org website: .

About HEDNA

The Hotel Electronic Distribution Network Association (HEDNA) is a not-for-profit trade association whose worldwide membership includes executives and managers from over 200 of the most influential companies in the hotel distribution industry. Founded in 1991, all of HEDNA's activities are intended to stimulate the booking of hotel rooms through the use of GDS, the Internet and other electronic means. HEDNA brings all segments of the hotel industry together to evolve systems and services into electronic distribution that is easy and efficient. Additional information on HEDNA is available by calling +1-202-204-8400 or by visiting www.hedna.org.

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