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Ong et al.

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(54) **ALLOWING GUEST OF HOSPITALITY ESTABLISHMENT TO UTILIZE MULTIPLE GUEST DEVICES TO ACCESS NETWORK SERVICE**

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(73) Assignee: **Guest Tek Interactive Entertainment Ltd.**, Calgary (CA)

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(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

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(65) **Prior Publication Data**

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(30) **Foreign Application Priority Data**

(57) **ABSTRACT**

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Network traffic is received from a guest device on a computer network of a hospitality establishment, and a guest area of the hospitality establishment is accordingly identified. A login database is queried to find an unexpired login for the guest area, the unexpired login specifying a stored guest identifier corresponding to information retrieved from a property management system of the hospitality establishment regarding a guest of the guest area at a time when the unexpired login was created. The stored guest identifier of the unexpired login is compared with a current guest identifier of the guest area retrieved from the property management system regarding a current guest of the guest area. When the stored guest identifier matches the current guest identifier, the guest device is automatically allowed to access the network service for a remaining portion of the allowed access duration of the unexpired login.

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H04W 12/08 (2009.01)

(52) **U.S. Cl.**
CPC **H04L 63/108** (2013.01); **H04L 63/107** (2013.01); **H04W 12/08** (2013.01)

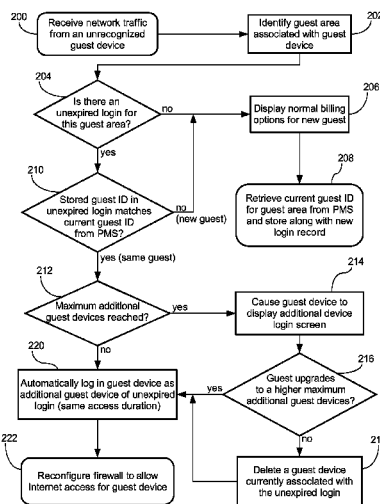
(58) **Field of Classification Search**
CPC H04L 63/108; H04L 63/107; H04W 12/08
USPC 726/4, 6, 9, 10; 705/1.1
See application file for complete search history.

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20 Claims, 10 Drawing Sheets



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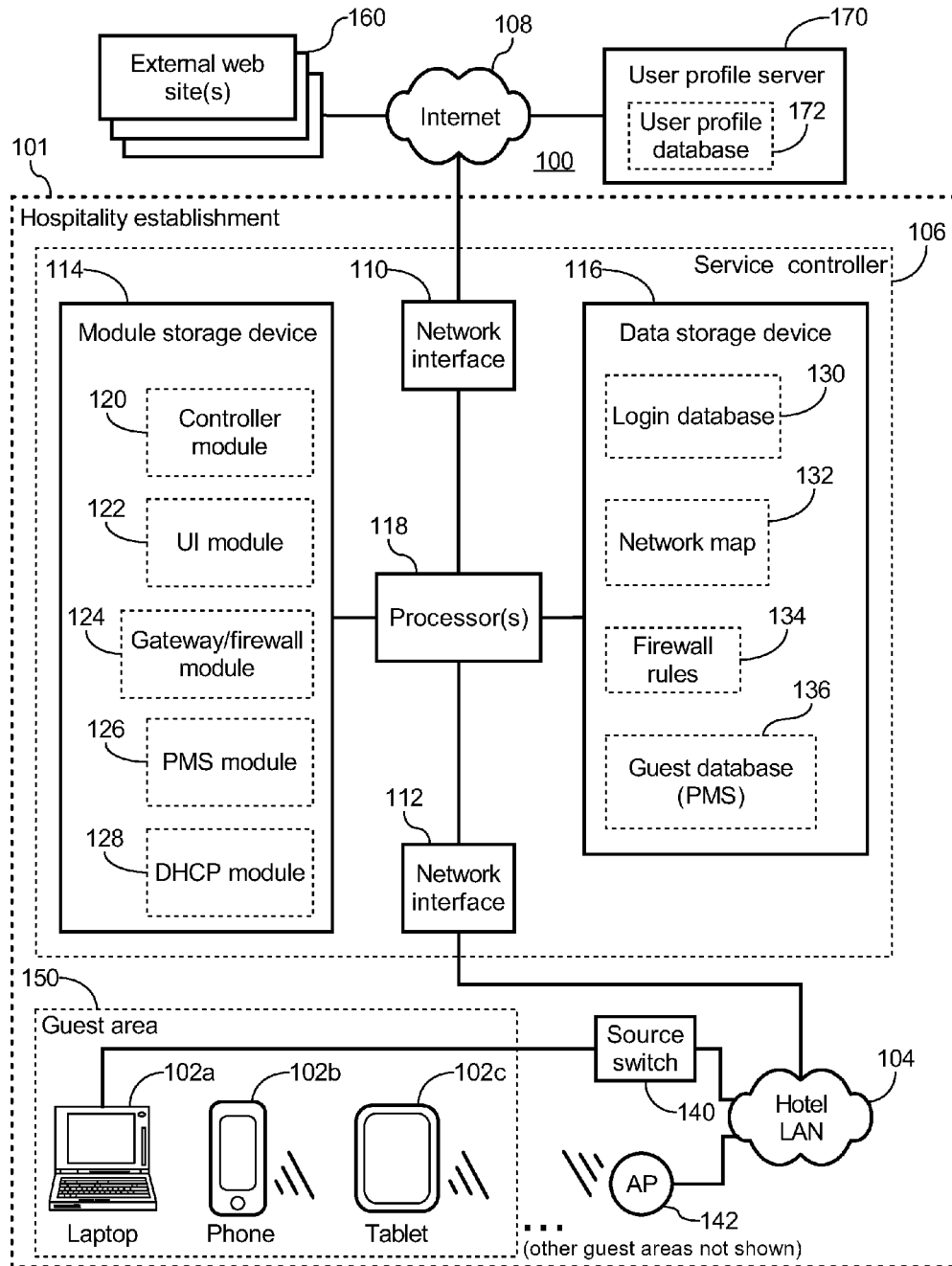


FIG. 1

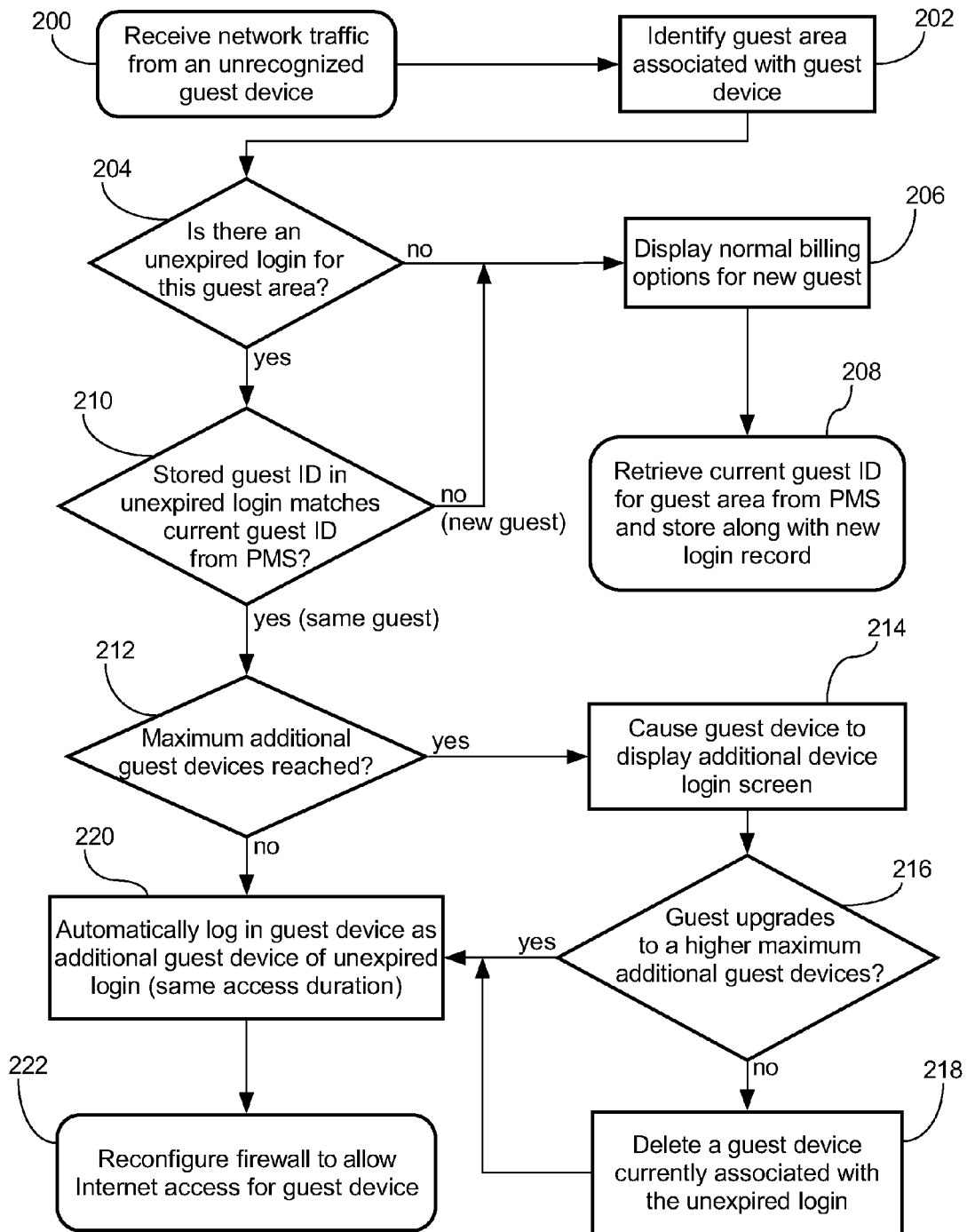


FIG. 2

130

Exemplary login database

300 Device ID	302 Stored guest ID	304 Guest area	306 HSIA expiry	308 Max. Bandwidth	309 Allowed # of guest devices
MAC-1	122-32-1001	Room 103	2012/08/13 16:32	256 kbps	3
MAC-2	122-32-1003	Room 105	2012/08/16 17:11	256 kbps	3
MAC-3	122-32-1003	Room 105	2012/08/16 17:11	256 kbps	3
MAC-4	122-32-1003	Room 105	2012/08/16 17:11	256 kbps	3
MAC-5	122-32-2345	Room 117	2012/08/17 00:01	256 kbps	3
MAC-6	122-32-2000	Room 719	2012/08/17 17:44	1 Mbps	5
MAC-7	122-32-1020	Room 701	2012/08/17 16:01	1 Mbps	5
⋮	⋮	⋮	⋮	⋮	⋮

310

312

FIG. 3

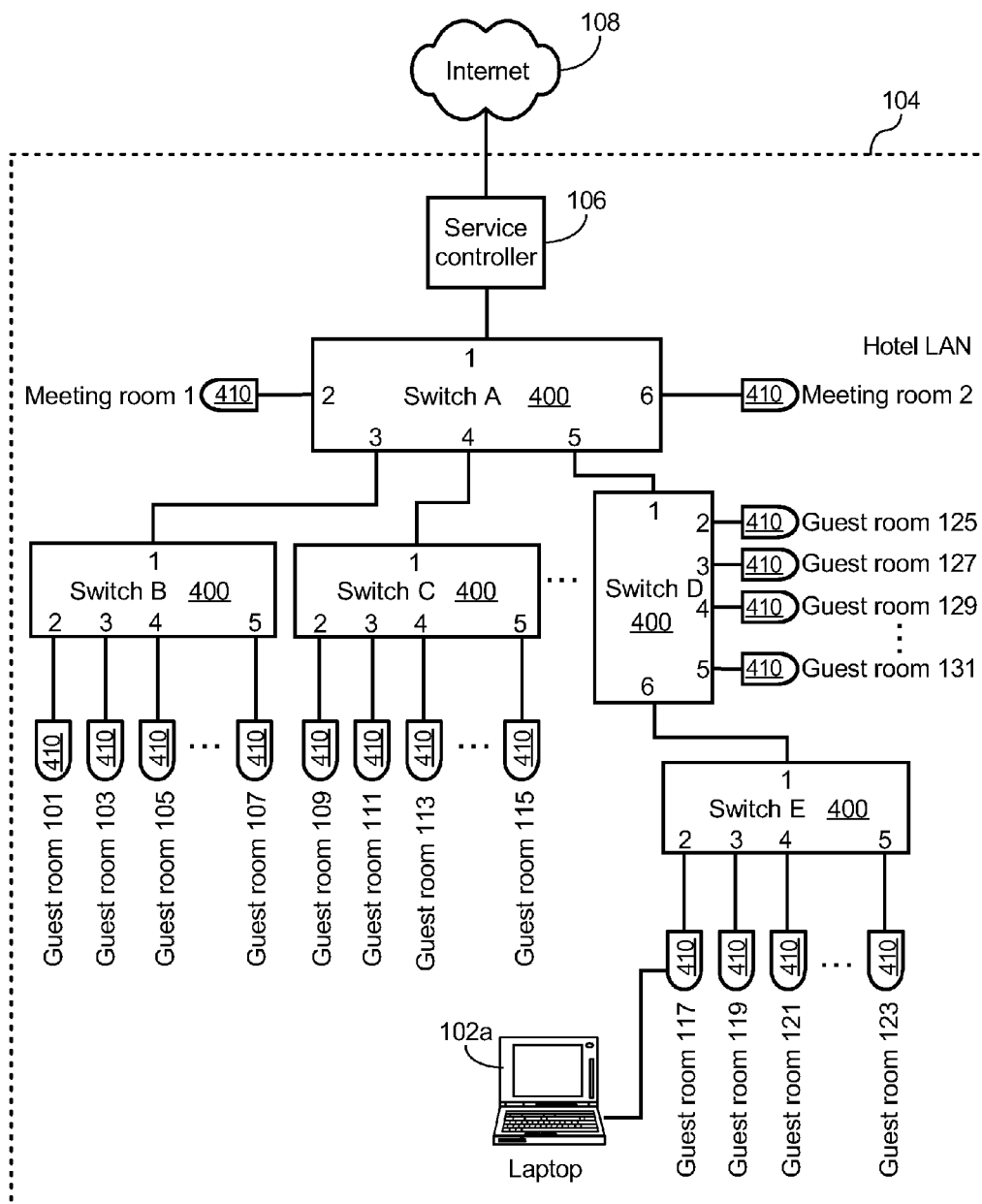


FIG. 4

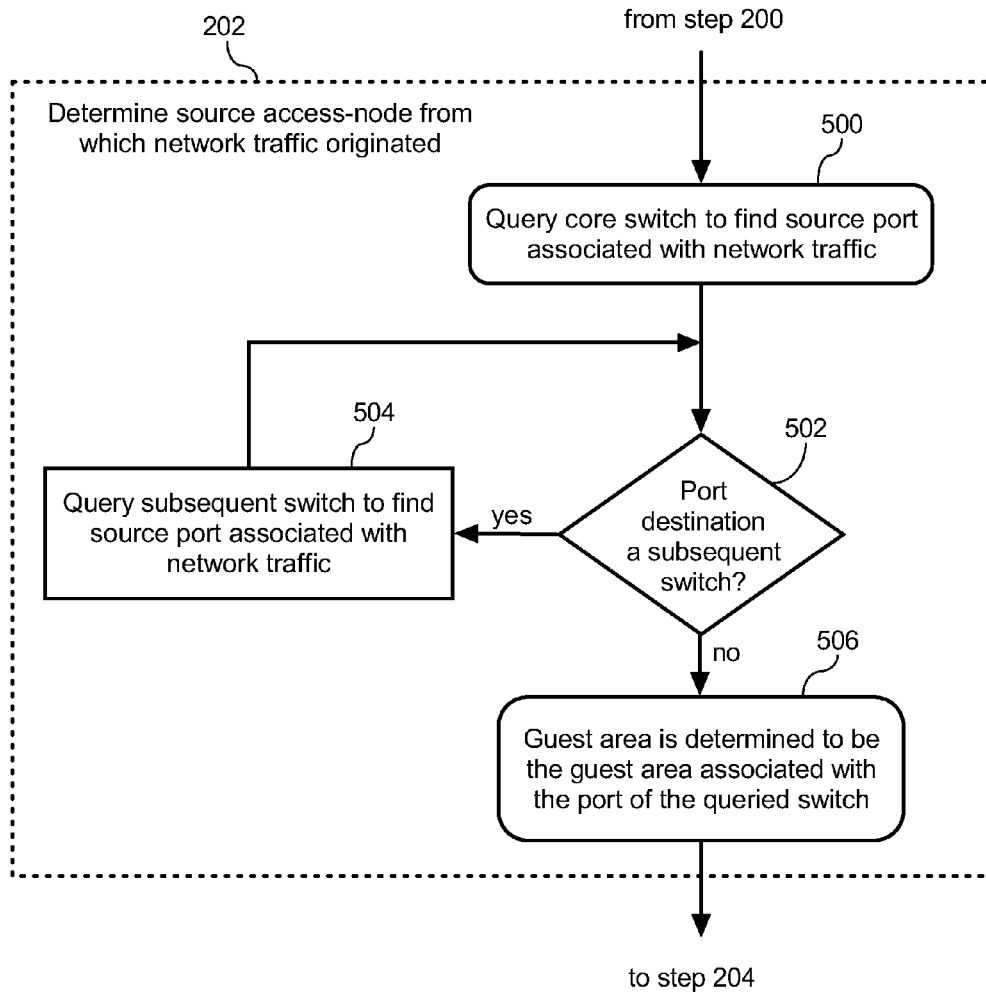


FIG. 5

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Access-node mapping table		
Network device	Port	Destination
Switch A	1	WAN
	2	Meeting room 1
	3	Switch B
	4	Switch C
	5	Switch D
	6	Meeting room 2
Switch B	1	Switch A
	2	Guest room 101
	3	Guest room 103
	4	Guest room 105
	5	Guest room 107
Switch C	1	Switch A
	2	Guest room 109
	3	Guest room 111
	4	Guest room 113
	5	Guest room 115
Switch D	1	Switch A
	2	Guest room 125
	3	Guest room 127
	4	Guest room 129
	5	Guest room 131
	6	Switch E
Switch E	1	Switch D
	2	Guest room 117
	3	Guest room 119
	4	Guest room 121
	5	Guest room 123
⋮	⋮	⋮

600

FIG. 6

700

Modify user profile settings for: Josh Wookey

Guest devices associated with this account:

User device	MAC address (Device ID)	
Mobile phone	00-E4-A1-32-C3-39	Remove
Corporate laptop	20-B0-D0-86-BB-F9	Remove
Tablet computer	71-FE-D0-26-A1-03	Remove

Add new device

Loyalty program membership numbers associated with this account:

Hospitality establishment (Site ID)	Loyalty program # (User ID)	User type (Access entitlement)	
Galactic Hotel (4)	122-32-2345	Regular	Remove
Centennial Airlines (35)	ABF334401	Regular	Remove
Beaches Resort (135)	5E3DA7	VIP	Remove
Waterfront park (139)	4391	Regular	Remove
Terminal bus lines (144)	2010-01-01-39	Regular upgrade	Remove

Add new location

720

SaveCancel

FIG. 7

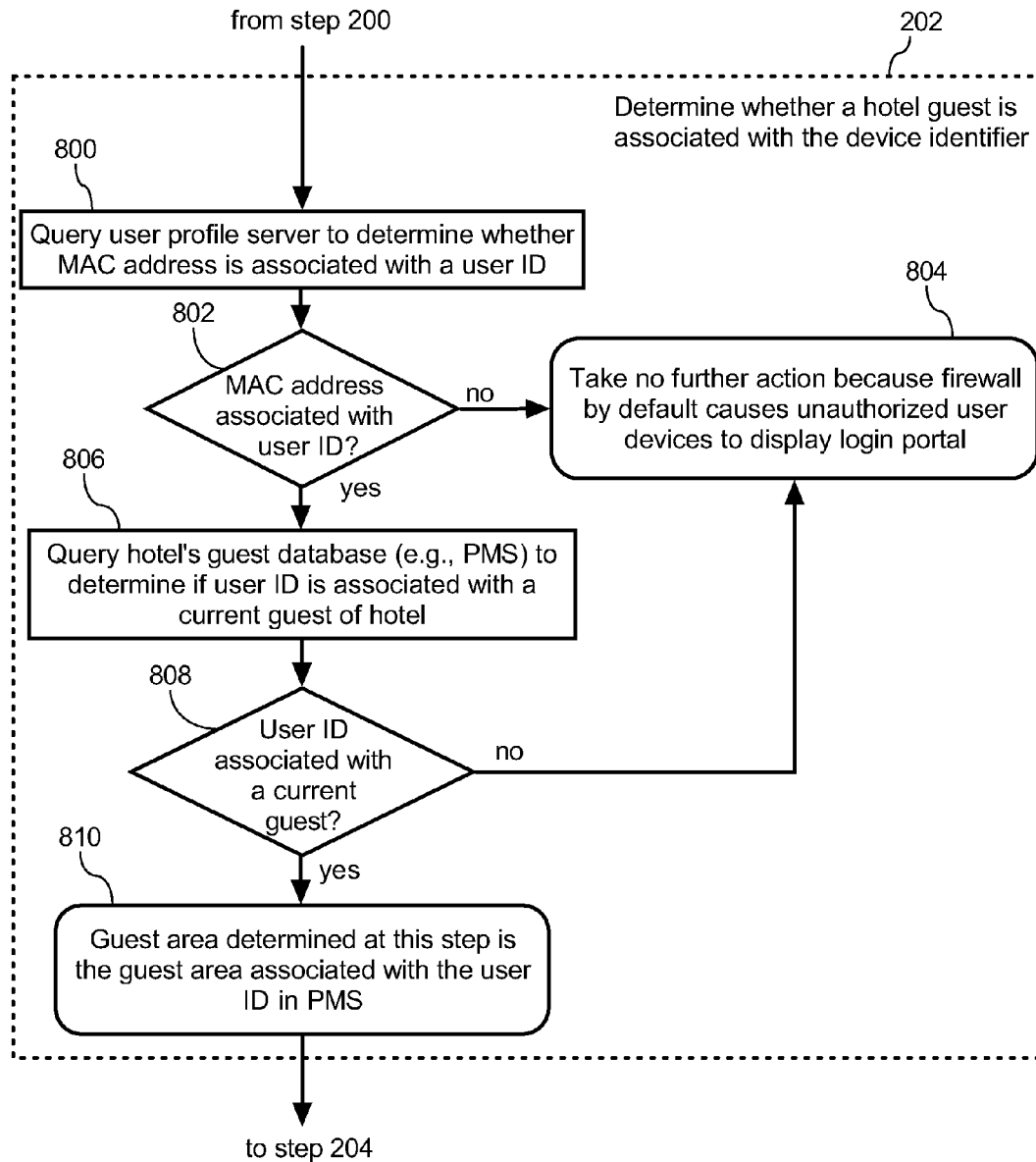


FIG. 8

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**Exemplary guest database of hospitality establishment
(e.g., Property Management System database)**

Guest area (Room #)	Information of currently registered guest			
	Last name	First name	Check-in time	Guest identifier (e.g., loyalty program member identifier)
101	Warrick	Peter	2012/08/17 00:01	122-32-1001
103	Kizer	Alex	2012/08/12 16:32	122-32-1002
105	Ong	David	2012/08/15 17:11	122-32-1005
107	MacMillan	Andrew	2012/08/17 17:11	122-32-2000
109	-	-	-	-
111	Villanueva	Jose	2012/08/17 17:44	122-32-2101
115	Baker	Alexandra	2012/08/17 00:01	122-32-2121
117	Wokey	Josh	2012/08/16 00:01	122-32-2345
⋮	⋮	⋮	⋮	⋮

910

FIG. 9

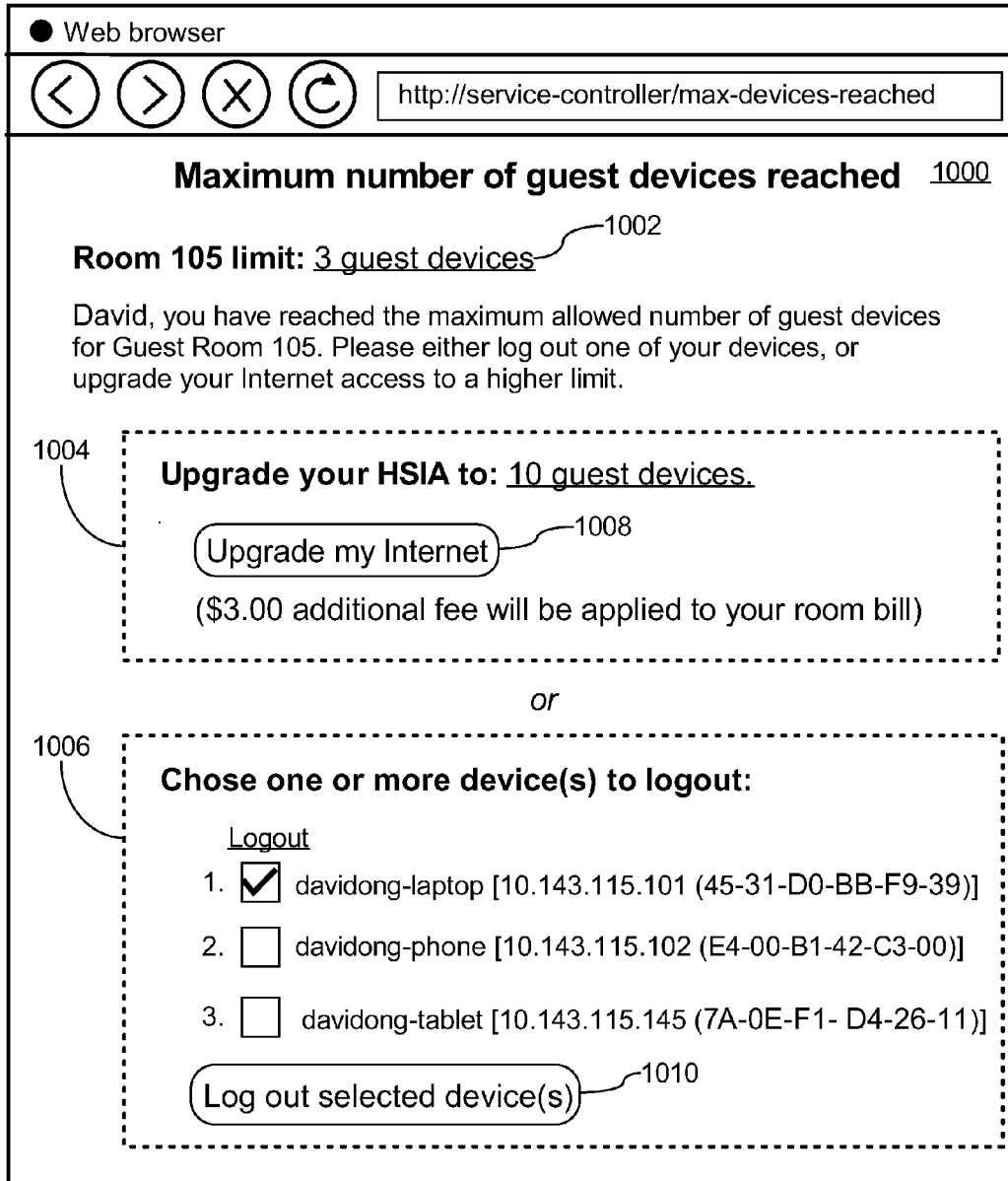


FIG. 10

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**ALLOWING GUEST OF HOSPITALITY
ESTABLISHMENT TO UTILIZE MULTIPLE
GUEST DEVICES TO ACCESS NETWORK
SERVICE**

CROSS-REFERENCE TO RELATED
APPLICATIONS

This application claims the benefit of Canadian Patent Application No. 2,788,573 filed Sep. 6, 2012, which is incorporated herein by reference.

BACKGROUND OF THE INVENTION

(1) Field of the Invention

The invention pertains generally to controlling access to a network service provided over a computer network of a hospitality establishment. More specifically, the invention relates to allowing a guest of the hospitality establishment to access the network service from multiple guest devices.

(2) Description of the Related Art

Hospitality establishments such as hotels and resorts often provide high speed Internet access (HSIA) to guests. A guest typically connects a guest device to the hotel's computer network, either through a physical cable such as Ethernet or a wireless connection such as Wi-Fi™, and opens a web browser to access a website on the Internet. Instead of allowing guest devices immediate access to the Internet, a control system at the hotel acts as a captive portal and requires the guest to first log in at a predetermined login portal. To this end, a gateway or firewall controlling access between the local area network (LAN) of the hotel and the Internet includes a default rule that causes unauthorized guest devices to display the login portal in the web browser.

At the login portal the guest signs up for Internet access. When the guest is an individual staying at the hotel, the guest enters their room number and other personal details, selects a desired bandwidth level and other options such as access duration etc., provides payment information, and performs other actions such as agreeing to terms and conditions. The control system only authorizes the guest device to access the Internet after the guest has successfully completed the login process at the login portal. By the control system adding to the firewall a device-specific rule that allows data to flow between the Internet and the unique media access control (MAC) address of the authorized guest device, only guest devices from which guests of the hotel have properly logged in at the login portal are provided HSIA.

Guests often bring more than one personal electronic device with them when they travel. For example, a guest may bring a laptop computer, a mobile phone, and a tablet computer; and may expect each to receive Internet access while at the hospitality establishment. With many simple hotel Internet control systems, the guest will need to complete the full sign-up procedure at the login portal on each of their personal devices to gain Internet access. This is both troublesome to the guest and may result in billing the same guest multiple times, e.g., charging separately for each of their devices.

More sophisticated hotel Internet control systems attempt to solve the multi-device problem for individual guests by providing a button labeled "Already purchased?" on the homepage of the hotel's login portal. When a guest clicks this button the login portal brings up an overlay screen allowing the guest to enter their last name and room number to confirm they have already purchased an HSIA package. The login portal searches the billing records to determine

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whether the last name and room number entered by the guest at the login portal match the billing records for an already purchased Internet package. When yes, the new guest device is provided Internet access without rebilling or requiring further payment information from the guest at the login portal. In some deployments, the guest needs to have already purchased a higher-priced Internet package at the hotel to enable this multi-device capability. For example, a "Premium" HSIA package may be up to four times faster than a "Standard" package and may include support for up to three guest devices.

However, some guests are poor typists and may misspell their last name, and other guests may deliberately enter fake names due to privacy concerns when signing up for Internet access over a hotel's wireless network, for example. If the guest spells their last name differently when first purchasing HSIA access than when subsequently trying to log in an additional device, the inconsistent name spellings will prevent the guest from logging in the additional device for free. In another example, two individuals with different last names may be sharing a hotel room. In this case, one guest may be blocked from logging in an additional device for free if they misspell the other guest's last name as it was entered during the initial login process. Although problems involving an additional device being blocked from free login due to name misspellings are often solvable by the guest retrying with the correct spelling, there are certain situations where the assistance of hotel technical support staff is required. For example, the guest may simply not remember what name (or spelling) was utilized during the initial purchase.

Furthermore, some user devices brought to hotels are unable to be logged in at a web-based login portal because the devices either do not include web browsing technology or do not permit the guest to access the login portal. Examples of guest devices that do not include web browsing technology include standalone teleconferencing webcam appliances, routers, Internet Protocol (IP) telephones, and other IP-enabled devices that lack a user interface capable of displaying the login portal or allowing the guest to enter the required login information. Examples of guest devices that do not permit the guest to access the login portal include locked-down corporate and military laptops and equipment configured to only connect with a designated destination such as a fixed server address accessed via a company or military virtual private network (VPN). In order for a guest to connect one of these devices to the Internet as a free additional device added on to their already purchased account, they will need to contact hotel technical support staff to have the device manually cleared through the firewall.

Requiring guests to contact support staff both increases the support costs of the hospitality establishment's HSIA service and negatively impacts the guest experience. It would be desirable if the Internet access control system did not solely rely on verifying information entered by the guest at a web-based login portal in order to determine that an unrecognized guest device is actually an additional device of a guest who has already purchased an Internet package.

BRIEF SUMMARY OF THE INVENTION

According to an exemplary embodiment of the invention, during a login by a new guest at the login portal, a guest identifier such as the loyalty number of the current guest registered for the room identified during the login process is requested by the login portal from hotel's property management system (PMS). The retrieved guest identifier is stored

in the guest's primary login record when it is created, and reflects the first time the guest has logged in to the hotel's Internet system, for example, the guest who made the initial purchase. Upon the same guest thereafter utilizing a different guest device at the hotel, the system detects the room associated with the new device to be the same room as the primary login and compares the stored guest identifier of the primary login with a current guest identifier representing the guest currently registered for the room as retrieved from the hotel's PMS. When there is a match, the system knows that the room is still in use by the same guest and automatically treats the new guest device as an additional device, namely, the guest device is automatically given Internet access and the user is optionally presented with an additional device welcome screen rather than the screens for the regular sign-up procedure. Alternatively, when there is not a match, the system knows that the room is now being utilized by a new guest and therefore presents the regular sign-up procedure to the new guest. In other words, when a subsequent guest later checks in to the room and tries to connect to the Internet from their personal device, the login portal detects the room number and queries the PMS for the current guest identifier of the guest currently registered for that room. Because the current guest identifier of the current guest as specified in the PMS no longer matches that stored with the primary login record (from the previous guest), the login request is treated as a primary login request and the new guest must perform the full sign-up procedure in order to login.

An advantage of the above embodiment is that the system does not solely rely on verifying information retrieved from an unrecognized guest device at a web-based login portal. Instead, a stored guest identifier retrieved from the PMS at the time of the original purchase is compared with a current guest identifier retrieved from the PMS at the time the unrecognized guest device is detected on the network. When the guest of the room is the same, the stored guest identifier will match the current guest identifier; when the guests are not the same, the stored guest identifier will not match the current guest identifier. This helps to prevent problems caused by the guest entering inconsistent information between the initial sign-on process and when later adding an additional device. Furthermore, although the process of this embodiment supports the guest entering their last name and room number at the login portal as a way to verify the guest and identify the guest room associated with the unrecognized guest device, this is not a requirement and the process can also be transparent to the guest device without requiring the guest device to access the hotel's login portal before gaining Internet access. A guest device not capable of logging in at the login portal can therefore be automatically logged in as an additional device of an existing login record.

According to an exemplary embodiment of the invention a method of controlling access to a network service provided over a computer network of a hospitality establishment is disclosed. The method includes receiving network traffic from a guest device on the computer network, wherein the guest device is operated by a guest of the hospitality establishment and is not already authorized to access the network service. The method further includes identifying, according to the network traffic, a guest area of the hospitality establishment with which the guest device is associated, and querying a login database to find an unexpired login for the guest area. The unexpired login indicates that another guest device associated with the guest area has previously been granted access to the network service and that an allowed access duration for the other guest device has

not yet expired. The unexpired login specifies a stored guest identifier corresponding to information retrieved from a property management system of the hospitality establishment regarding a guest of the guest area at a time when the unexpired login was created. The method includes comparing the stored guest identifier of the unexpired login with a current guest identifier of the guest area, wherein the current guest identifier corresponds to information retrieved from the property management system regarding a current guest of the guest area. The method further includes automatically allowing the guest device to access the network service for a remaining portion of the allowed access duration of the unexpired login when the stored guest identifier matches the current guest identifier.

According to another exemplary embodiment of the invention there is disclosed a tangible computer-readable medium comprising computer executable instructions that when executed by a computer cause the computer to perform the above method.

According to another exemplary embodiment of the invention there is disclosed an apparatus for controlling access to a network service provided over a computer network of a hospitality establishment. The apparatus includes a network interface coupled to the computer network, a login database storing therein a plurality of logins of guest devices associated with different guest areas that are already authorized to access the network service of the hospitality establishment, and one or more processors coupled to the network interface and the database. The one or more processors are operable to receive, via the network interface, network traffic from a guest device on the computer network, wherein the guest device is operated by a guest of the hospitality establishment and is not already authorized to access the network service. The one or more processors are further operable to identify, according to the network traffic, a guest area of the hospitality establishment with which the guest device is associated, and query the login database to find an unexpired login for the guest area. The unexpired login indicates that another guest device associated with the guest area has previously been granted access to the network service and that an allowed access duration for the other guest device has not yet expired. The unexpired login specifies a stored guest identifier corresponding to information retrieved from a property management system of the hospitality establishment regarding a guest of the guest area at a time when the unexpired login was created. The one or more processors are further operable to compare the stored guest identifier of the unexpired login with a current guest identifier of the guest area; wherein the current guest identifier corresponds to information retrieved from the property management system regarding a current guest of the guest area. The one or more processors are further operable to automatically reconfigure one or more network components of the computer network to thereby allow the guest device to access the network service for a remaining portion of the allowed access duration of the unexpired login when the stored guest identifier matches the current guest identifier.

According to another exemplary embodiment of the invention there is disclosed an apparatus for controlling access to a network service provided over a computer network of a hospitality establishment. The apparatus includes means for receiving network traffic from a guest device on the computer network, wherein the guest device is operated by a guest of the hospitality establishment and is not already authorized to access the network service. The apparatus further includes means for identifying, according

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to the network traffic, a guest area of the hospitality establishment with which the guest device is associated, and means for determining whether an unexpired login exists for the guest area. The unexpired login indicates that another guest device associated with the guest area has previously been granted access to the network service and that an allowed access duration for the other guest device has not yet expired. The unexpired login specifies a stored guest identifier corresponding to information retrieved from a property management system of the hospitality establishment regarding a guest of the guest area at a time when the unexpired login was created. The apparatus further includes means for comparing the stored guest identifier of the unexpired login with a current guest identifier of the guest area when the unexpired login exists for the guest area, wherein the current guest identifier corresponds to information retrieved from the property management system regarding a current guest of the guest area. The apparatus further includes means for automatically allowing the guest device to access the network service for a remaining portion of the allowed access duration of the unexpired login when the stored guest identifier matches the current guest identifier.

These and other advantages and embodiments of the present invention will no doubt become apparent to those of ordinary skill in the art after reading the following detailed description of the preferred embodiment that is illustrated in the various figures and drawings.

BRIEF DESCRIPTION OF THE DRAWINGS

The invention will be described in greater detail with reference to the accompanying drawings which represent preferred embodiments thereof, wherein:

FIG. 1 is a block diagram of a system for allowing a guest of a hospitality establishment to access a network service from multiple guest devices according to an exemplary embodiment of the invention;

FIG. 2 is a flowchart showing functionality of the service controller of FIG. 1 when controlling access to the network service;

FIG. 3 illustrates an exemplary set of login data in the login database of FIG. 1, each login record storing a stored guest identifier corresponding to information retrieved from a property management system (PMS) of the hospitality establishment regarding a guest of the guest area at a time when the login record was created;

FIG. 4 is a block diagram of a wired portion of the hotel's local area network of FIG. 1;

FIG. 5 is a flowchart describing functionality of the service controller of FIG. 1 automatically identifying a guest area of the hotel of FIG. 1 by performing room detection, which involves tracing network traffic received from a guest device to a source access-node of the hotel LAN illustrated in FIG. 4;

FIG. 6 illustrates an exemplary network map of the hotel's LAN as utilized in the final step of the flowchart in FIG. 5;

FIG. 7 illustrates a user interface (UI) screen provided by the UI module and/or the user profile server of FIG. 1 allowing modification of information stored in a user profile database for an exemplary user;

FIG. 8 is a flowchart describing functionality of the service controller of FIG. 1 automatically identifying a guest area of the hotel of FIG. 1 by performing device identifier lookup when receiving network traffic from a guest device having a device identifier associated with a particular user in the user profile database of FIG. 1;

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FIG. 9 illustrates an exemplary property management system (PMS) database storing current guest identifiers corresponding to current guests for each of the guest areas in the hospitality establishment; and

FIG. 10 illustrates an additional guest device login screen provided to a guest device by the UI module of FIG. 1 when allowing a guest device to access the network service would exceed a predetermined allowable number of guest devices.

DETAILED DESCRIPTION

FIG. 1 is a block diagram of a system 100 for allowing a guest of a hospitality establishment 101 to access a network service from multiple guest devices 102 operated by the guest at the hospitality establishment 101 according to an exemplary embodiment of the invention. In this embodiment, the hospitality establishment 101 is a hotel and the network service is high speed Internet access (HSIA) provided to the guest devices 102 over the hotel's computer network 104.

A service controller 106 is coupled between the hotel's LAN 104 and the Internet 108. The service controller 106 in this embodiment is a computer server including a first network interface 110 coupled to the Internet 108 and a second network interface 112 coupled to the hotel's LAN 104. The service controller 106 further includes a module storage device 114 and a data storage device 116, and each of the network interfaces 110, 112 and storage devices 114, 116 are coupled to one or more processors 118. In the following description, the plural form of the word "processors" is utilized as it is common for a central processing unit (CPU) of a computer server to have multiple processors (sometimes also referred to as cores); however, it is to be understood that a single processor may also be configured to perform the below-described functionality in other implementations.

The service controller 106 in this embodiment integrates and performs a variety of functions at the hotel 101. To allow the service controller 106 to perform these functions, the module storage device 114 stores software modules for execution by the processors 118, including a controller module 120, a user interface (UI) module 122, a gateway/firewall module 124, a property management system (PMS) module 126, and a dynamic host control protocol (DHCP) module 128.

Briefly described, the controller module 120 controls the ability of guest devices 102 at the hotel 101 to access the Internet 108 by dynamically reconfiguring the gateway/firewall module 124. The UI module 122 acts as a web server providing the hotel's HSIA login portal, allowing both guests and staff at the hotel 101 to receive information from and interact with the service controller 106. The gateway/firewall module 124 controls network traffic passed between the Internet 108 and the hotel LAN 104 and acts as the default gateway of the hotel's LAN 104. The PMS module 126 manages property-specific details of the hotel 101 such as guest reservations and room assignments. The DHCP module 128 assigns dynamic Internet Protocol (IP) addresses and other network configuration information to new guest devices 102 as they are connected to the hotel's LAN 104.

The data storage device 116 stores data utilized by the processors 118 when performing the functions of the various modules 120, 122, 124, 126, 128. In this embodiment, the data storage device 116 stores a login database 130 containing details of Internet package purchases by guests of the hotel staying in various guest areas 150. A reconfigurable set

of firewall rules **134** is followed by the gateway/firewall module **124** to prevent Internet access for unauthorized devices according to a default rule, and includes dynamically added device-specific exceptions to the default rule (i.e., one or more device-specific rules) allowing Internet access for specific guest devices **102** operated by guests who have purchased an Internet package at the hotel **101**. A network map **132** stores details of how various network components in the hotel's computer network **104** are interconnected. Finally, the guest database **136** stores details of the current guests, events, and room assignments of the hotel **101** in conjunction with the PMS module **126**. In this embodiment, one or more relational database(s) is/are utilized to implement the login database **130** and the guest database **136**; however, the term "database" as utilized in this description is meant to refer to any stored collection of organized data.

The hotel **101** includes a number of guest areas **150**, of which a single guest area **150** is illustrated in FIG. 1 and assumed to be an individual hotel guest room in this description. Although only a single guest area **150** is illustrated, the hotel **101** may actually include a plurality of different guest areas **150** such as physically separated guest rooms. Meeting rooms and conference areas may also be further guest areas in another example. Logical guest areas **150** may also be employed in other examples, and users may remain associated with separate guest areas **150** even though the users may be physically able to roam throughout the hospitality establishment **101** (e.g., roam into another guest's room or area **150**).

Generally speaking, an individual guest of the hotel **101** will be associated with at least one guest area **150**; for example, a guest may be assigned to "Guest Room **117**" for a two night stay at the hotel **101**. The guest may bring to the hotel **101** several personal electronic devices, referred to as guest devices **102** in this description. For example, the guest staying in the guest area **150** illustrated in FIG. 1 has brought a laptop computer **102a**, a mobile phone **102b**, and a tablet computer **102c**. In another embodiment, the guest devices **102** may be provided to the guest by the hospitality establishment **101** rather than being brought to the hotel by the guest.

For illustration purposes, the laptop computer **102a** in this example is connected to the hotel's LAN **104** via a wired connection such as an Ethernet cable and port provided in the guest's assigned room **150**. The Ethernet port in the guest's room **150** is attached to a particular port of a source switch **140**. The mobile phone **102b** and the tablet computer **102c** in this example are wirelessly connected to the hotel's LAN **104** by the guest wirelessly associating them with a service set identifier (SSID) broadcast by an access point (AP) **142**. The service controller **106** (in particular the gateway/firewall module **124** and DHCP module **128**), source switch **140**, and the AP **142** are examples of network components forming the hotel's computer network **104**; other network components in LAN **104** such as other switches and other APs are not shown in FIG. 1 for simplicity purposes.

Concerning the remaining elements illustrated in FIG. 1, a user profile server **170** providing remote access to a central user profile database **172** is coupled to the hotel **101** via the Internet **108**. The user profile database **172** stores a plurality of user profiles, each user profile associating one or more user identifiers such as loyalty program member identifiers with one or more guest device identifiers such as MAC addresses. The user profile server **170** may further be

coupled via the Internet **108** to a plurality of different hospitality establishments such as other hotels and resorts (not shown).

Various external web sites **160** are also shown coupled to the Internet **108** in FIG. 1. These external web sites **160** represent various web servers on the Internet **108** that may be accessed by a guest device **102** at the hotel **101** only after the HSIA service has been activated for that guest device **102**, i.e., after the gateway/firewall module **124** has been reconfigured (e.g., firewall rules **134** dynamically modified) by the controller module **120** (or another module such as the UI module **122**) to add a device-specific exception rule clearing the MAC address of the guest device **102** for Internet **108** access.

FIG. 2 is a flowchart showing functionality of the service controller **106** of FIG. 1 when controlling the ability of a guest device **102** connected to the hotel's computer network **104** to access to the hotel's HSIA service according to an exemplary embodiment of the invention. The steps of the flowchart of FIG. 2 are not restricted to the exact order shown, and, in other embodiments, shown steps may be omitted or other intermediate steps added. In this embodiment, the processors **118** execute one or more of the modules **120**, **122**, **124**, **126**, **128** in order to cause the service controller **106** to perform the illustrated steps.

The process begins at step **200** when the service controller **106** receives network traffic from an unrecognized guest device **102** on the hotel's computer network **104**. In some cases the network traffic is received at the hotel's web based login portal provided by the UI module **122**. This could happen, for example, as a result of the default rule of the firewall rules **134** redirecting the unrecognized guest device **102** to the login portal upon its first web site request. However, in other embodiments, the network traffic need not be web traffic and may instead/or in addition be any type of network traffic transmitted on the LAN **104** by the unrecognized guest device **102**. For example, in some particularly advantageous embodiments, the network traffic received at this step is a dynamic host control protocol (DHCP) message broadcast by the unrecognized user device when it is first connected to the hotel's computer network **104**.

Typical guest devices **102** will utilize DHCP to configure themselves for the hotel LAN **104** upon initial connection (either wired or wireless) by immediately broadcasting DHCP messages such as DHCP discover/request. The DHCP module **128** (or another DHCP server on the hotel LAN **104**) responds to the newly connected user device **102** with DHCP offer/acknowledgement. These messages pass various network configuration information such as a dynamic IP address assigned to the guest device **102**, a default gateway IP address for use by the user device **102** when sending network traffic to destinations off a local subnet (set to the IP address of the gateway/firewall module **124** in this example), and a netmask setting allowing the user device **102** to determine which destination addresses are off the local subnet. Regardless of whether the DHCP module **128** (or another DHCP server) is located within or external to the service controller **106**, because the DHCP messages are broadcast on the hotel LAN **104**, the controller module **120** is able to receive the DHCP messages.

In yet another embodiment, the network traffic received from an unrecognized user device **102** may be a request to access an external web site **160** on the Internet. Such network traffic will be received by the default gateway (i.e., gateway/firewall module **124**), which will automatically block the request according to its default rule for unrecognized guest devices **102**. Since the gateway/firewall module

124 in this embodiment is included within the service controller **106**, any request from a device on the hotel's LAN **104** to access an external web site **160** will be received at the service controller **106** (e.g., acting as the default gateway for the hotel's LAN). Receiving the network traffic at the gateway/firewall module **124** does not require redirecting the unrecognized user device **102** to the login portal **124**, although this may still occur in some situations such as when the service controller **106** cannot automatically identify a particular guest area **150** that is associated with the unrecognized guest device **102** without requiring the user to enter or verify some information at the login portal.

Combinations of these and other types of received network traffic may also be employed. For example, the controller module **120** may support receiving network traffic being a DHCP message from some guest devices **102**, connection requests for external web sites **160** from other guest devices **102**, and data entered by the guest at the hotel's login portal provided by UI module **122** from yet other guest devices **102**.

The unrecognized guest device **102** from which the network traffic is received at step **200** is considered unrecognized because it has not already been granted access to the Internet **108**. For example, after a guest has purchased Internet access at the hotel utilizing mobile phone **102b**, the mobile phone **102b** device identifier (e.g., MAC or IP address) is recorded in the login database **130** along with its associated guest area **150** of the hotel **101**, Internet access expiry time, and other details regarding its service entitlements such as bandwidth and allowed number of guest devices. After the initial purchase, the mobile phone **102b** is considered "logged in" to the hotel's HSIA service and it will be able to access web sites **160** on the Internet **108** until its login access duration expires (e.g., 24 hours after purchase of a package providing 1-day of Internet access). After the expiry time is reached, it will be considered "logged out" meaning it will lose Internet access because the rule clearing the mobile phone **102b** for Internet **108** access is removed from the firewall rules **134**. In some embodiments, the login record is removed from the login database **130** by the controller module **120** at logout; however, in a preferred embodiment the login record is moved to an archive database (not shown) to keep a historical record of previously logged in devices in case there is a later dispute of the billing record and for statistical purposes.

FIG. 3 illustrates an exemplary set of login data for a plurality of purchased Internet packages as stored in the login database of FIG. 1. The login data is organized as a database table having one row per guest device **102** with data stored in columns. The "Device ID" column **300** stores the unique device identifier (e.g., MAC address) of the guest device **102**. IP addresses assigned to the guest device **102** by the DHCP module **128** may also be utilized as the guest device identifier in this column **300**. The "Stored guest ID" column **302** specifies a stored guest identifier representing the guest of the hospitality establishment **101** registered for the guest area (in column **304**) as retrieved from the PMS at the time of the purchase. The stored guest identifier in column **302** is retrieved from the hotel's PMS database **136** at the time of the login record is created. The "Guest area" column **304** stores the guest area **150** to which the row of the login database pertains. The "HSIA expiry" column **306** stores the expiry date and time of the login record. The "Max. bandwidth" column **308** stores the bandwidth entitlement specified as a maximum bandwidth cap that will be provided to the guest device **102** assuming the hotel's full bandwidth capacity is not at 100% utilization. Finally, the

"Allowed guest devices" column **309** specifies the maximum number of guest devices **102** that the guest is allowed to utilize under their Internet package without incurring an additional monetary charge. The shown columns are meant as an example and other or different columns of login data may be utilized in different embodiments.

In this example, an unrecognized guest device **102** is any guest device **102** on the hotel LAN **104** with a MAC address that does not match a guest device identifier stored in column **300** for an unexpired row of the login database **130**.

Returning again to the description of FIG. 2, at step **202**, the controller module **102** identifies a guest area **150** of the hotel **101** with which the unrecognized guest device **102** is associated. This identification is done at least in part according to the received network traffic. In some situations the network traffic itself includes data specifying the associated guest area **150**, for example, a user may click an "Already Purchased?" button on the hotel's web based login portal provided by the UI module **122** and provide their last name and room number to verify their identify. In this situation, the guest area **150** determined at this step according to the received network traffic is simply the room number provided to the login portal by the guest, assuming that the entered name matches that of the current guest staying in the specified room according to the hotel's PMS database **136**. When the guest's identify is thus verified, the login portal simply extracts the designation of the guest area **150** from within the network traffic and determines the unrecognized user device **102** to be associated with that designated guest area **150**.

In other situations, the network traffic itself may not explicitly designate the guest's room number. For example, when the network traffic received at step **200** is a DHCP message or a connection request for an external web site **160**, the network traffic will typically not include any room number (or other guest area **150** designation) for direct extraction by the controller module **120**. In these situations, there are at least two techniques that the controller module **120** can utilize to automatically identify the guest area **150** with which the unrecognized guest device is associated according to the received network traffic: 1) room detection and 2) device identifier lookup.

Room Detection

Room detection involves tracing the network traffic received from the unrecognized guest device **102** to a source access-node on the hotel's computer network **104**, and then looking up the guest area **150** that is mapped to the source access-node in the hotel's network map **132**. This technique is particularly well-suited when the unrecognized guest device **102** is connected to the hotel's computer network **104** utilizing a wired network connection such as 10/100 Ethernet; however, it may also be employed in some network layouts when the guest device **102** is connected via a wireless connection.

FIGS. 4, 5, and 6 help explain how automatic room detection in step **202** is performed assuming the unrecognized user device **102** from which the network traffic is received at step **200** is the guest's laptop computer **102a**. FIG. 4 is a block diagram of an example wired portion of the hotel's local area network **104**, FIG. 5 is a flowchart describing functionality of the controller module **120** automatically identifying a guest area **150** of the hotel of FIG. 1 in response to receiving network traffic from the laptop computer **102a** over the wired portion of the hotel LAN **104**, and FIG. 6 illustrates an exemplary network map of the hotel's LAN as utilized in the final step of the flowchart in FIG. 5. The steps of the flowchart of FIG. 5 are not restricted to the

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exact order shown, and, in other embodiments, shown steps may be omitted or other intermediate steps added. In this embodiment, the processors **118** execute one or more of the modules **120**, **122**, **124**, **126**, **128** in order to cause the service controller **106** to perform the illustrated steps.

As shown in FIG. 4, the hotel's LAN **104** includes a plurality of switches **400** where ports **410** of each switch **400** are connected to Ethernet ports available in various guest rooms of the hotel **101**. For example, each switch port **410** may be connected by an Ethernet cable to an in-room Ethernet port. A guest in the exemplary "Guest room **117**" connects their laptop computer **102a** to the in-room Ethernet port, and network traffic from the laptop computer **102a** enters the hotel's computer network **104** via "Port **2**" of "Switch **E**". This point of entry of the network traffic is designated the source access-node for laptop **102a** in this description.

As shown in FIG. 5, the controller module **120** can automatically determine the source access-node for laptop **102a** by querying the switches **400** (e.g., recursively) to report the port **410** on which the network traffic was received until the source access-node is eventually reached.

At step **500**, the controller module **120** utilizes simple network management protocol (SNMP) to query the core switch (e.g., "Switch **A**") of the hotel's LAN **104** to find the port that is associated with the device identifier (e.g., MAC address or IP address) of the laptop **102a** as specified in the received network traffic. The core switch (e.g., "Switch **A**") will have heard this device identifier in network traffic received from "Port **5**". At step **502** the controller module **120** checks the network map **132** (see FIG. 6) to find out that "Port **5**" of "Switch **A**" is connected to a subsequent "Switch **D**". Therefore, at step **504** the controller module **120** sends SNMP commands to "Switch **D**" to find out which port of that switch is associated with the MAC (or IP) address of the laptop computer **102a**. "Switch **D**" reports that "Port **6**" is associated with this network traffic and, again according to the network map **132**, the controller module finds that the destination is another subsequent switch ("Switch **E**") at step **502**. Step **504** is repeated by querying "Switch **E**" and finally "Port **2**" of this switch is found associated with the MAC (or IP) address of the laptop **102a** specified in the received network traffic. Because this port is not connected to a subsequent switch in the network map **132**, the process moves from step **502** to step **506**. In this way, the controller module determines the unrecognized laptop computer **102a** is associated with "Guest room **117**" because this is the destination of "Port **2**" of "Switch **E**" (the source access-node) in the network map **132** (see row **600** in FIG. 6).

Although the above example of automatic room detection is focused on wired connections through switches **400** of the hotel LAN **104**, other types of network components may also be queried in a similar way. For example, the same process may be utilized at some hospitality establishments **101** where each guest area **150** has its own micro-coverage AP **142**. In such a design, each guest area **150** is serviced by its own AP **142** and therefore the network map **132** can further specify the destination guest area **150** served by each AP **142**. When network traffic is traced back to a switch port that is connected to a particular AP **142**, the unrecognized guest device **102** is therefore determined by the controller module **120** to be associated with the guest area **150** serviced by that particular AP **142**. In another example, some APs also support remote queries of whether a specified MAC address (or IP address) is currently associated therewith and to what SSID. Such APs can also be queried by the controller module **120**, and the resulting identified SSID mapped to a

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particular source access-node such as where each guest area **150** is served by a unique SSID.

Device Identifier Lookup

Device identifier lookup involves querying one or more databases to determine whether the device identifier specified in the network traffic received at step **200** can be matched or otherwise cross-referenced to a particular guest area **150** of the hotel. This technique is employable regardless of the network layout of the hotel LAN **104**, and is not dependent on the type of connection between the unrecognized guest device and the hotel LAN **104** (e.g., connection can be any type of wireless or wired connection).

FIGS. 7, 8, and 9 help explain how automatic device identifier lookup in step **202** is performed, again assuming the unrecognized user device **102** from which the network traffic is received at step **200** is the guest's laptop computer **102a**. In this example, the controller module **120** queries the user profile server **170** over the Internet **108** to see if a specific user profile has registered a personal device having a MAC address matching the MAC address specified in the network traffic received at step **200**. When there is such a user profile, the controller module **120** checks the hotel's guest database **136** (e.g., PMS) to see if one of the user identifiers associated with that user profile is associated with a current guest of the hotel **101**. When yes, the controller module **120** can thereby correlate the unrecognized guest device to a specific guest area of the hotel **101**, for example, the current guest's registered room as retrieved from the hotel's PMS **136**.

FIG. 7 illustrates a user interface (UI) screen **700** provided by the UI module **122** and/or the user profile server **170** allowing a specific user to modify their information in the user profile database **172**. As shown in FIG. 7, each user may have any number of guest devices **102** associated with their user profile account. Device names are listed in column **702** with each user device's corresponding device identifier (e.g., MAC address) shown in column **704**. These fields are editable by the user, and the user may add new user devices or remove user devices to their user profile at any time.

The UI screen **700** further allows each user to modify the user identifiers associated with their account. As shown in FIG. 7, the user identifiers associated with the account in this example are all the various loyalty program membership numbers utilized by the user at different hospitality establishments. Each hospitality establishment is listed in column **710** with the user's corresponding loyalty program member identifier and user type listed in columns **712** and **714**, respectively. In some embodiments, the user may be able to freely adjust the loyalty numbers in column **712**, but may need to perform an upgrade process by clicking an "upgrade" button **720** in order to upgrade to higher user type at a particular hospitality establishment in column **714**. The upgrade process may involve a monetary payment.

In addition to the UI module **122** within the service controller **106** at the hotel **101**, the user profile server **170** may also be operable to provide web-based access to UI screen **700**. In this way, any user may access their user profile UI screen **700** from any location over the Internet **108**. Before accessing UI screen **700**, users may need to authenticate themselves to either the UI module **122** or the user profile server **170** such as by entering a username/password combination. Additionally, staff at the hotel **101**, call center support staff, and administrators of the user profile server **170** may be able to access the UI screen **700** for any user account in order to assist users when required.

An exemplary use case scenario of UI screen **700** proceeds as follows: A user creates a user profile on the user

profile server **170**. By interacting with UI screen **700**, the user stores on their user profile the MAC addresses of the electronic devices **102** they will take with them while travelling, and stores the loyalty program number identifiers belonging to the user at the various hospitality establishments at which the user will be (or might be) a guest. The user then travels to any of the listed hospitality establishments and connects any of the listed user devices **102** to the local LAN **104** available at the hospitality establishment.

Taking the situation where the user has already purchased Internet access at the hotel **101** (e.g., utilizing their mobile phone **102b** or another method such as adding an Internet package to their room during the check-in procedure at the front desk), upon connecting an unrecognized guest device **102** such as their laptop computer **102a** to the network **104**, the laptop computer **102a** utilizes DHCP in order to obtain an IP address on the LAN **104**. The process shown in FIG. **2** thus begins at step **200** when receiving a DHCP message from the unrecognized laptop **102a** and control proceeds to step **202** to identify a guest area **150** with which the laptop **102** is associated.

FIG. **8** is a flowchart describing functionality of the controller module **120** automatically identifying a guest area **150** of the hotel of FIG. **1** by looking up a device identifier (e.g., MAC address) specified in the received network traffic. The steps of the flowchart of FIG. **8** are not restricted to the exact order shown, and, in other embodiments, shown steps may be omitted or other intermediate steps added. In this embodiment, the processors **118** execute one or more of the modules **120**, **122**, **124**, **126**, **128** in order to cause the service controller **106** to perform the illustrated steps.

At step **800**, the controller module **120** queries the user profile database **172** to determine whether there is a user identifier (ID) that is associated with the MAC address of the unrecognized laptop **102a** specified in the network traffic received at step **200**. As shown in FIG. **1**, the user profile database **172** in this embodiment is stored remote to the hotel **101** at a central user profile server **170**. Therefore, this step may be performed by the processors **118** sending and receiving network packets to/from the user profile server **170** via the first network interface **110** and the Internet **108**.

With reference to UI screen **700** in FIG. **7**, the user profile database **172** associates each of a plurality of different user identifiers (IDs) in column **712** with one or more device identifiers (e.g., MAC addresses in this embodiment) in column **704**. A collection of different user IDs may be associated with multiple MAC addresses such as when a single user has various loyalty program member identifiers at different hospitality establishments and owns multiple user devices **102**. For example, the exemplary user in FIG. **7** belongs to five different hospitality loyalty programs and has three MAC addresses corresponding to three different guest devices (i.e., laptop computer **102a**, mobile phone **102b**, and tablet computer **102c**). Additionally, a single MAC address may be associated with multiple user IDs, for example, the MAC address of the laptop computer **102a** may also be associated with other user profile accounts such as when multiple users share a corporate loaner laptop provided as needed to different employees for travel.

In some embodiments, each hospitality establishment has a unique site identifier (column **710** of FIG. **7**) and this site identifier may be utilized by the controller module **120** at that establishment **101** when querying the user profile database **172** in order to obtain the loyalty program member identifier associated with the MAC address at the specific hospitality establishment where the MAC address was detected.

For example, when the user is staying at the “Galactic Hotel (4)”, the MAC address of the user’s laptop **102a** (“20-B0-D0-86-BB-F9”) is determined to be associated with user identifier “122-32-2345”. Alternatively, when the user is staying at the “Beaches Resort (**135**)”, the same MAC address of the user’s laptop **102a** (“20-B0-D0-86-BB-F9”) is determined to be associated with a different user identifier “5E3DA7”. The user may thereby travel to different hospitality establishments having different types of the loyalty program member identifiers, and the user’s various guest devices can still be correlated to the user’s respective user identifier as employed at each of the different hospitality establishments.

At step **802**, when the received MAC address is not associated with any user identifiers (IDs) in the user profile database **172**, control proceeds to step **804**. Otherwise, when the received MAC address is associated with one or more user identifiers (IDs) in the user profile database **172**, the particular user identifiers (IDs) are retrieved from the user profile database and control proceeds to step **806**.

At step **804**, the controller module **120** takes no further action for this unrecognized user device **102** because the hotel’s gateway/firewall module **124** by default prevents unrecognized user devices **102** from accessing the Internet **108** and instead causes them to display the hotel’s predetermined login portal such as provided by the UI module **122**. One of the previously described methods of identifying a guest area associated with the unrecognized guest device such as automatic room detection or having the guest input their room number during a sign-up procedure at the login portal may still be performed at step **202** of FIG. **2**.

At step **806**, the controller module **120** queries the guest database **136** of the hotel **101** to determine whether a current guest of the hospitality establishment is associated with any of the particular user identifiers (IDs) found associated with the detected MAC address.

FIG. **9** illustrates an exemplary property management system (PMS) database **136** storing current guest identifiers for each of the guest areas **150** in the hotel **101**. In this example, the guest database **136** is the PMS database used by the PMS module **126** for room assignment at the hotel **101**. In other embodiments, the PMS database **136** may actually be a cached version of the true PMS database **136**, which is stored in another standalone PMS apparatus (not shown). When the PMS database **136** is a cached version, the PMS module **126** may be operable to periodically retrieve information from the standalone PMS apparatus for storage in the local, cached PMS database **136**.

A room number column **900** indicates the particular guest area **150**, a last name column **902** indicates the last name of the current guest of that guest area **150**, the first name column **904** indicates the guest’s first name, a check-in time column **905** indicates the date and time that the guest checked in to the guest area **150**, and a current guest identifier (ID) column **906** indicates an identifier of the current guest such as the loyalty program membership identifier used by the guest at the hotel **101**. Vacant rooms have a dash (“-”) in columns **902**, **904**, **905**, **906** in this example.

In a preferred embodiment, the user identifiers (IDs) stored in column **712** of FIG. **7** and the current guest identifiers in column **906** of FIG. **6** are loyalty program member identifiers utilized by the user. A unique user ID is assigned to each guest participating in the hotel’s loyalty program such by issuing the guest with a membership card having the user identifier printed thereon. When a guest makes a reservation or when checking into the hotel **101**, the

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guest provides the hotel **101** with the user's personal user identifier (e.g., loyalty program member identifier), which is thereafter stored in column **906** of the PMS database **136** as the current guest identifier associated with the assigned room. Discounts, points and/or other benefits may be offered to loyalty program members to encourage guests to register their loyalty numbers upon reservation and/or check-in at the hotel **101**.

Utilizing loyalty program member identifiers as the user/guest identifiers is beneficial to ensure each guest has a unique identifier. However, other types of user/guest identifiers may also be utilized in other embodiments. For example, check-in time and/or combinations of a user's personal identification information provided to the hotel upon reservation or check-in (name, age, phone #, credit card information, passport number, username, password, etc.) may also be utilized as the user/guest identifier in other embodiments.

At step **808**, when a current guest of the hotel **101** is associated with one of the particular user identifiers, control proceeds to step **810** to continue the process. Otherwise, when no current guest of the hotel **101** is associated with any of the particular user identifiers determined at step **806**, the users associated with these user identifiers (IDs) are not current guests of the hotel **101**. Therefore, no room is determined to be associated with the unrecognized laptop computer **102a** using automatic device identifier lookup (control returns to step **804**). Other methods of identifying a guest area associated with the unrecognized guest device such as automatic room detection or having the guest input their room number during a sign-up procedure at the login portal may still be performed at step **202** of FIG. 2.

At step **810**, the unrecognized guest device **102** is automatically determined to be associated with the guest area **150** found registered to the guest of the hotel **101** at step **808**. Assuming the guest is the exemplary user of FIG. 7 and the hotel **101** is the "Galactic Hotel (4)", the MAC address "20-B0-D0-86-BB-F9" of the unrecognized laptop **102a** will be found associated with guest identifier "122-32-2345" in the user profile database **172** (step **802**). Therefore, the controller module **120** determines the unrecognized laptop computer **102a** to be associated with "Guest room **117**" because this is the guest area **150** associated with guest identifier "122-32-2345" in the hotel's PMS database **136** (see step **808** of FIG. 8 and row **910** of FIG. 9).

Continuing the description of the overall process in FIG. 2, assuming that a guest area **150** of the hotel **101** has now been identified by the controller module **120** at step **202** [e.g., by utilizing any suitable method such as one of 1) receiving the room number from the guest device as entered into a web-based login portal, 2) automatically detecting through room detection tracing the network traffic back to a source access-node, and/or 3) looking up a user associated with the guest device identifier of the received network traffic and searching the hotel's PMS database **136** to find the room for which that user is currently registered], control proceeds to step **204**.

At step **204**, the controller module **120** checks to see if there is an unexpired login record for the identified guest area **150** (e.g., "Guest room **117**") in the login database **130**. As previously described, column **306** of the login database **130** specifies the expiry time for each already purchased Internet package at the hotel **101**. By searching for any rows that have the identified guest area **150** in column **304** and have an expiry time in column **306** that is still in the future, the controller module **120** can determine whether an unexpired login exists for the identified guest area **150**. For

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example, the unexpired login **312** in FIG. 3 indicates that another guest device **102** (e.g., MAC-5) associated with the identified guest area **150** ("Guest room **117**") has previously been granted Internet **108** access and that an allowed access duration for the other guest device **102** has not yet expired. When an unexpired login exists for the identified guest area **150**, control proceeds to step **210**; otherwise, when there is no unexpired login for that guest area **150**, control proceeds to step **206**.

At step **206**, the controller module **120** takes no further action because no guest of the identified guest area **150** has already purchased an Internet package (or all previously purchased packages associated with that guest area **150** have expired). The unrecognized guest device **102a** is therefore directed to the hotel's login portal by the gateway/firewall module **124** according to the default rule of the firewall rules **134**. At the login portal, the guest can select one of the available Internet access packages at the hotel **101** and arrange payment options, e.g., credit card, add to room folio, cash payment at front desk, etc. This is similar to a normal Internet sign-up process as described in the background section. Once an Internet package has been purchased, control proceeds to step **208**.

At step **208**, the UI module **122** providing the login portal creates a login record for the guest area **150** identified during the login process. For example, when the user identifies that they are in "Guest room **117**" during the billing process, a login record such as row **312** is created in the login database **130**. Any of the above-described methods for identifying a guest area associated with a guest device at step **202** (e.g., room detection, device identifier lookup) or another method may also be applied by the UI module **122** during the Internet sign-up process to avoid the need for the guest to manually specify their room number at the login portal.

Once the guest area **150** is identified during the purchase process, the value of the guest identifier for storage in column **302** of the login record **312** is automatically retrieved for that guest area **150** by the UI module **122** from the hotel's PMS database **136**. For example, the guest identifier for storage in column **302** can be the loyalty member of the current guest in the identified room as retrieved from column **906** of the PMS database **136**. This embodiment beneficially does not require that the guest provide their guest identifier (e.g., value stored in column **906** of the PMS database **136**) during the HSIA sign-up process at the login portal. In a preferred embodiment, when the guest is initially signing up for Internet access and connecting to the LAN **104** over a wireless connection, the hotel's login portal requires the guest to type in their last name and room number during the HSIA sign-up process to verify their identity. The last name and room number are checked against the PMS database **136** to confirm that the last name entered really matches the current guest of the specified room. In this way, the charge for the selected Internet package can be added to the guest's room folio. Alternatively, device identifier lookup can be utilized to automatically identify the guest and room number without requiring this information to be entered by the guest at the login portal. When the guest is connecting to the LAN **104** over a wired connection, automatic room detection as described above can be performed by the UI module **122** so the guest is not required to enter their room number or last name during the Internet sign-up process.

The UI module **122** then retrieves the current guest's loyalty number (or other guest identifier) from column **906** of the PMS **136** for the identified guest room **150** and stores it as the stored guest identifier in column **302** of the room's

login record (e.g., see login record **312** for “Guest room **117**” in FIG. **3**). As previously noted, it is not required that the stored guest identifier stored in column **302** must be a loyalty program member number, last names or other guest information such as check-in time may be used instead, but loyalty program numbers are preferred when available because they are unique to each guest, already stored in the hotel’s PMS database **136**, and can be automatically retrieved after the guest area **150** is identified during the HSIA sign-up process.

As shown in FIG. **9**, the PMS database **136** in this example specifies the check-in time in column **905** for each guest area **150**. This check-in time **905** (or last guest check-out time etc.) may be utilized as another type of guest identifier. For example, a particular guest of the hotel **101** can be identified as being the guest who checked into “Guest room **117**” at 00:01 on Aug. 18, 2012. Using the guest’s check-in time in column **905** as the guest identifier rather than the loyalty program identifier in column **906** is useful at hospitality establishments **101** where guests are anonymous or when a guest does not provide any personal information such as a loyalty member identifier to the hospitality establishment **101**. In these situations, the check-in time of the identified guest area **150** in column **905** at the time of HSIA purchase/initial login is stored as the stored guest identifier in column **302** of the login database **130**. The stored guest identifier **302** is later compared with the current guest identifier being the check-in time of the current guest of the identified guest area **150** in column **905** as retrieved from the PMS database **136** when a future unrecognized guest device **102** is found to be associated with that room (see below description of step **210**).

Combinations of different fields of data in the PMS database **136** such as user information (last name **902**/first name **904**) hashed with check-in time in column **905** may also be utilized by the controller module **120** as an automatically generated guest identifier in column **906**. Similar to utilizing loyalty program identifiers, this allows different guests having the same first/last name to be differentiated by forming their respective guest identifiers in column **906** according to check-in time **905** hashed or otherwise combined with other guest information such as last name **902** and/or first name **904**.

Step **210** of the flowchart in FIG. **2** is reached when there is already an unexpired login for the guest area **150** identified at step **202**. In other words, the unrecognized user device **102** is known to be associated with a guest area **150** of the hotel **101** that has an unexpired HSIA login record. In this situation, the unrecognized guest device **102** may or may not be an additional guest device of the same guest of that room who already purchased an Internet package. The controller module **120** in this embodiment determines whether or not it is the same guest by comparing the stored guest identifier in column **302** of the unexpired login **312** for the identified room with the current guest identifier in column **906** of the PMS database **136** for the same room. In other embodiments, the comparison is between the stored guest identifier in column **302** with the check-in time of the current guest in that room as specified in column **905** of the PMS database **136**, or with a (same) combination of fields of the PMS database **136** in that room that were utilized for storing the stored guest identifier during step **208**.

Continuing the example where the stored guest identifier stored at step **208** and the current guest identifier checked at step **210** correspond to loyalty program member identifiers, in the event the stored guest identifier in column **302** of the room’s unexpired login record is different than the current

guest identifier for the same room in column **906** of the PMS database **136**, this means the room’s previous guest has now checked out and a new guest has been assigned the room (e.g., “Guest room **117**”). In this situation, the unrecognized user device **102** is not treated as an additional device and control returns to step **206** to redirect the unrecognized user device to the hotel’s login portal and create a new login record (see previously described steps **206** and **208**).

Alternatively, when the stored guest identifier in column **302** of the room’s unexpired login record matches the current guest identifier for the same room in column **906** of the PMS database **136**, this means the same guest who has already purchased an Internet package is still in the room. The stored guest identifier in column **302** of unexpired login record **312** for “Guest room **117**” corresponds to the guest of “Guest room **117**” at the time the unexpired login was created (e.g., at initial purchase time)—see previously described step **208** where the login record is created. In contrast, the current guest identifier in column **906** of the PMS database **136** for “Guest room **117**” (see row **910** of FIG. **9**) corresponds to the current guest of “Guest room **117**” as is now specified in the PMS database **136**, which may be several hours or even days after the room’s login record **312** was created. When the stored guest identifier in column **302** matches the current guest identifier in column **906**, the controller module **120** thereby knows the room’s guest has not changed since the Internet package was initially purchased. The unrecognized guest device **102** is therefore treated as an additional guest device added onto that same guest’s already purchased Internet package. Control in this situation proceeds to step **212**.

At step **212**, the controller module **120** retrieves the allowed number of guest devices in column **309** of the unexpired login record **312** for the identified guest area **150** (“Guest room **117**” in this example). The controller module **120** further counts the total number of guest devices that are already logged in and associated with that same guest area **150** (“Guest room **117**” in this example). The count may be obtained by the controller module **120** counting the number of rows of the login database **130** that have the identified guest area **150** (“Guest room **117**” in this example) in column **304** and that have the same stored guest identifier in column **302** and the same allowed access duration to the hotel’s HSIA service in column **306**. The number of rows for “Guest room **117**” having the same details in this example is a single row **312**. Since, only one device has been associated with this login record, the number of allowed guest devices in column **309** of this login record **312** (e.g., “max. 3 allowed guest devices”) has not yet been reached and control proceeds step **220**.

Alternatively, in another example, assume the guest area **150** identified at step **202** was “Guest room **105**”. As shown in an exemplary unexpired login record labeled **310** of FIG. **3**, there are already three unexpired guest devices logged in for “Guest room **105**”; therefore, the allowed number of guest devices in column **309** for this login record **310** (“3” in this example) has been reached. Control proceeds to step **214** in such a situation.

At step **214**, because allowing an additional guest device to access the hotel’s HSIA service would exceed the allowable number of guest devices for that room’s unexpired login record, the UI module **122** causes the unrecognized user device **102** to display an additional guest device login screen.

FIG. **10** illustrates an additional guest device login screen **1000** provided to a guest device **102** by the UI module **122**. Because the unrecognized user device **102** is not yet logged

in, the gateway/firewall module **124** in this embodiment by default redirects the unrecognized user device **102** to the UI module **122**, which can send the additional device login screen **1000** as a web page similar to how it sends the hotel's login portal. Screen **1000** may in fact be a part of the hotel's login portal in some embodiments.

The illustrated example in FIG. **10** assumes the guest is staying in "Guest room **105**" and has the unexpired login record **310** in FIG. **3** indicating the guest already has three guest devices **102** logged in, which is also their allowed number of guest devices in column **309**. A first section **1004** of the additional guest device login screen **1000** provides the guest the option to upgrade their Internet package to a higher allowed number of guest devices. When the guest clicks button **1008**, an additional charge is automatically billed to the guest's room and the allowed number of guest devices stored in column **309** for the room's login record **310** is increased to "10" in this example. Increasing the allowed number of devices corresponds to step **216** in FIG. **2**.

Another option, i.e., to log out an existing device, is presented to the guest in a second section **1006** of screen **1000**. The three guest devices **102** that are already logged in are shown with selection boxes allowing the guest to choose which prior guest device(s) **102** to log out. By logging out one of the currently logged in devices **102**, the user can then log in the unrecognized device **102** that they are now utilizing without increasing the room's allowed number of guest devices. Upon choosing to log out a particular device **102**, e.g., the device having hostname "davidong-laptop" in FIG. **10**, the rule in the firewall rule **134** clearing this device for Internet access is dynamically deleted by the controller module **120** and the row of the login database **130** corresponding to this device is deleted (or deactivated, or moved to a history archive, etc.). In this way, the prior guest device **102** that is selected for logout will no longer be able to access the Internet **108** and the unrecognized user device **102** the user is currently using can be logged in instead.

In an alternative embodiment, rather than allowing or requiring the guest to select which prior guest device **102** associated with their login record **310** to delete, the controller module **120** can automatically select the prior guest device **102** for logout. In an example, the controller module **120** automatically logs out the oldest prior guest device **102** as determined by tracking the exact time that each guest device **102** is logged in (e.g., using another column not shown in login database **130**). In another example, the controller module **120** may keep track of which devices are currently connected to the hotel LAN **104** such as by pinging each logged in guest device **102**. If a particular prior guest device is found to no longer be connected to the LAN **104**, e.g., does not reply to one or more pings, the controller module **120** automatically selects that unconnected prior guest device **102** for logout. Logging out a prior guest device **102** corresponds to step **218** in FIG. **2**, and may also be done automatically in other embodiments by the controller module **120** without requiring the unrecognized guest device **102** to display screen **1000**.

At step **220**, the controller module **120** logs in the unrecognized guest device **102** by adding a new row for it in the login database **130**. The value of the device identifier in column **300** is the source MAC address (or IP address or other device identifier) specified in network traffic received at step **200**. The remaining columns **302**, **304**, **306**, **308** are copied from the unexpired login record for the identified guest area **150**. In this way, the network service is provided to the new guest device **102** with a service entitlement set according to the service entitlement of the unexpired login.

Returning again to the example where the identified guest area **150** is "Guest room **117**" and the unexpired login is record **312** in FIG. **3**, the unrecognized guest device will be logged in with its own MAC address in column **300** along with a stored guest ID **302** of "122-32-2345", a guest area **304** of "Room **117**", an HSIA expiry **306** of "2012/08/17 00:01", a maximum bandwidth **308** of "256 kbps", and an allowed number of guest devices **309** of "3".

At step **222**, the controller module **120** updates the firewall rules **134** to clear the now logged in guest device **102** for Internet access. Similar to a regular login, this can be done by adding a device-specific rule for the MAC address of the guest device **102** so that network traffic from this device is allowed to pass to the Internet **108**. Later, when the expiry time in column **306** of the unexpired login **312** is reached, the controller module **120** updates the firewall rules **134** to remove the rule(s) allowing Internet access for the guest device(s) **102** associated with the expired login. In this way, the controller module **120** automatically allows the unrecognized guest device **102** to access the Internet **108** for a remaining portion of the allowed access duration of the unexpired login **312**.

In an advantageous embodiment, the system **100** does not solely rely on verifying information entered by the guest at a web-based login portal in order to determine that an unrecognized guest device is actually an additional device of a guest who has already purchased an Internet package. Instead, the guest area **150** associated with the unrecognized device is identified and a stored guest identifier (e.g., column **302**) in an unexpired login record for the identified guest area **150** is compared with a current guest identifier (e.g., column **906**) as specified in the PMS database **136** for the identified guest area **150**. Because the stored guest identifier (e.g., column **302**) corresponds to the guest identifier that was stored in the PMS database **136** for the guest area **150** at the time the login record was created, if they still match then the controller module **120** knows that the unrecognized device is actually an additional device of the guest who purchased the unexpired Internet package. In this way, many problems caused by poor typists or users who enter fake or inconsistent guest information when trying to first log in a guest device and then add an additional guest device to their existing account are prevented.

In an advantageous embodiment, the system **100** supports transparent granting of access to the network service (e.g., HSIA) for an additional guest device. This is beneficial for guest devices that are not able to be logged in at the hotel's login portal. With transparent granting of HSIA, the controller module **120** automatically allows the additional guest device to access the Internet **108** for the remaining portion of the allowed access duration of the unexpired login in a manner transparent to the additional guest device. For example, the process of FIG. **2** can be started from the reception of a DHCP message or a connection request at the service controller **106**. The process of FIG. **2** can proceed through the steps as previously described without further involvement of the additional guest device **102**. In this way, the additional guest device **102** is not required to display a web page from a login portal of the hospitality establishment before gaining access to the network service. The guest can instead first purchase Internet access using a guest device **102** that is able to log in at the login portal, and then other guest devices **102** that cannot be logged in at the login portal can be added as additional guest devices and cleared for Internet access without requiring the guest to contact technical support.

The granting of access to the network service may be transparent while, in another embodiment, also optionally sending a welcome screen to each additional guest device **102** after it is automatically granted Internet access and logged in. The viewing of the welcome screen is optional meaning the additional device is already transparently cleared for Internet **108** access before being sent the welcome screen for display; therefore, if it is not capable or permitted to display the welcome screen for whatever reason, it can still access the Internet **108**. For example, the gateway/firewall module **124** may attempt one time to redirect each new additional guest device to the IP address of the UI module **122** to display the welcome screen. As soon as the first attempt is done, the redirect rule is automatically removed for that guest device **102** and no further redirection attempts will be made by the gateway/firewall module **124**. In this way, the HSIA service is both transparently activated for additional guest devices that cannot display the welcome screen, and includes the welcome screen for additional guest devices that can display the welcome screen.

In an advantageous embodiment, the network traffic received at step **200** can be a DHCP message. When the process of FIG. **2** begins at step **200** upon receiving a DHCP message containing the user device's MAC address, the HSIA service activation at step **222** automatically occurs soon after the connection of the guest device **102** to the LAN **104**. Therefore, the guest is generally able to access external websites **160** on the Internet **108** immediately after connection of an additional guest device **102** to the hotel LAN **104**. In the event that the additional guest device **102** requests an external website **160** before the firewall rules **134** are updated to activate the HSIA service for the additional guest device **102** and is therefore blocked, upon a subsequent retry of the connection request by the additional guest device **102**, the firewall rules **134** will have been updated and the connection request will succeed. Delay to the user is thereby minimized in this embodiment by triggering the start of the additional device login process of FIG. **2** with the reception (at step **200**) of an unrecognized MAC address in a DHCP message on the LAN **104**.

The number of allowable guest devices for a particular unexpired login record can be configured at a Room Profile level, where the hotel administrator can turn the feature on and select the number of additional devices the room is allowed. In this embodiment, each room profile has a configuration option for the maximum number of additional devices allowed in that room or that type of room. The default is 0, which means no additional devices are allowed after the first device is logged in. Each room may have a different maximum number of allowed additional devices specified on its Room Profile. For example, a presidential suite may have an unlimited or high number such as 99 additional devices, and a basic room may have a low number such as 3 additional devices.

The allowed number of additional devices may alternatively be set at a Billing Options level rather than the Room Profile. A benefit of this embodiment is to allow the hotel to upsell the support of additional guest devices as a feature to guests. For example, the hotel could offer a "Basic" HSIA package that allows 1 additional device for \$5, and an "Enhanced" HSIA package that allows 3 additional devices for \$7. In Billing Options, a hotel administrator can configure the number of additional logins the billing option allows from 0 and up. A negative value such as -1 or a predetermined maximum value such as 99 may be utilized to specify "unlimited" additional devices.

In another embodiment, both Room Profile and Billing Profile settings may be utilized together. For example, each room may have a default maximum number of additional devices specified according to the room type. When the guest purchases a certain billing package, if the allowed number of additional devices specified by the billing package exceeds the room default, then the guest will receive the number specified by the billing package.

Service entitlements allocated to the guest during the login process may be automatically shared by the collection of guest devices **102** associated with the guest's login record. For example, when the guest chooses an HSIA billing package allowing a maximum bandwidth of 1 Mbps, the 1 Mbps is shared among all the guest devices utilized by the guest. I.e., the primary guest device and any additional guest devices logged in for free afterwards. Alternatively, each device logged in and associated with the room's billing record may receive the full maximum bandwidth of 1 Mbps regardless of how much data the other devices logged in for that room utilize.

In addition to HSIA as described in the above examples, other embodiments of the invention may be applied to other types of network services accessed by guest devices over the computer network **104** of a hospitality establishment **101**. For example, an additional guest device may be automatically added to an unexpired login for network services such as video-on-demand (VOD) playback, pay-per-view, room control, TV control, etc.

In an exemplary embodiment, network traffic is received from a guest device on a computer network of a hospitality establishment, and a guest area of the hospitality establishment is accordingly identified. A login database is queried to find an unexpired login for the guest area, the unexpired login specifying a stored guest identifier corresponding to information retrieved from a property management system of the hospitality establishment regarding a guest of the guest area at a time when the unexpired login was created. The stored guest identifier of the unexpired login is compared with a current guest identifier of the guest area retrieved from the property management system regarding a current guest of the guest area. When the stored guest identifier matches the current guest identifier, the guest device is automatically allowed to access the network service for a remaining portion of the allowed access duration of the unexpired login.

Although the invention has been described in connection with a preferred embodiment, it should be understood that various modifications, additions and alterations may be made to the invention by one skilled in the art without departing from the spirit and scope of the invention as defined in the appended claims. In an example, upon receiving a PMS checkout message for the guest associated with an unexpired login record, the controller module **120** may automatically expire the network access for all guest devices **102** associated with that guest's now checked out room. In another example, although the above examples have focused on deployments where guests are required to purchase access to the network service (e.g., HSIA access), it is not requirement that access to the network service be purchased. In some embodiments, the Internet package at the hotel **101** may be free and allow up to 3 (or any other number) of additional guests to be added for each room. In such a system, the techniques described herein can be beneficially utilized to automatically recognize and grant access to the additional guest devices thereby saving the user of having to re-accept the terms and conditions of the free Internet service at the hotel and any other steps and requirements that

were originally done by the user when initially signing up to use the Internet service on the first guest device.

In the above description, the exemplary user indication of “guest” is utilized to refer to users as it common for customers of a hospitality establishment to be referred to as guests. However, it is not a requirement that the guests must be customers of the hospitality establishment and the term guest in this description includes other users such as current guests in the hotel, people who are attending a conference or meeting in the hotel, staff members at the hotel, or any other person or user who may need or want to access a network service over a computer network at the hospitality establishment. Future guests that have reservations, potential future guests that don’t yet have reservations, and other users may also be given access to the network service on their guest devices. For example, a demonstration of the technology may be available in a hotel lobby guest area and all users would be able to utilize multiple guest devices in order to try out the system **100**. Additionally, it is not necessary that the users bring their own guest devices **102**. In another configuration, one or more of the guest devices **102** may be provided to the user by the hotel **101**. It should also be noted that although portable devices that are easily carried are anticipated by the inventors as being particularly useful as guest devices **102**, it is not a strict requirement that the guest devices **102** be easily carried. Other devices such as desktop computers that are of a more permanent nature may also act as guest devices **102** in conjunction with the invention.

Although the invention has been described as being utilized at a hotel, the invention is equally applicable to any hospitality related establishment providing a service to guest devices over a computer network including but not limited to hotels, motels, resorts, conference centers, hospitals, apartment/townhouse complexes, restaurants, coffee shops, retirement centers, cruise ships, busses, airlines, shopping centers, passenger trains, etc. The invention may also be beneficially employed in other applications outside the hospitality industry such as by corporations or any other entity wishing to allow users to utilize a network service from multiple user devices.

The various separate elements, features, and modules of the invention described above may be integrated or combined into single units. Similarly, functions of single elements, features, and modules may be separated into multiple units and modules.

The modules may be implemented as dedicated hardware modules, and the modules may also be implemented as one or more software programs executed by a general or specific purpose processor to cause the processor to operate pursuant to the software program to perform the above-described module functions. For example, the service controller **106** of FIG. **1** may be implemented by a computer server having one or more processors **118** executing a computer program loaded from a storage media such as storage device **114** to perform the above-described functions of the modules.

The flowcharts represent functionality and algorithms that may be implemented by dedicated hardware, and may also be implemented as one or more software programs executed by a general or specific purpose processor(s) to cause the processor(s) to operate pursuant to the software program to perform the flowchart steps. In this way, a tangible computer-readable medium stores computer executable instructions that when executed by a computer cause the computer to perform above-described steps of FIG. **2**, FIG. **5**, FIG. **8**. Examples of the tangible computer-readable medium include optical media (e.g., CD-ROM, DVD discs), mag-

netic media (e.g., hard drives, diskettes), and other electronically readable media such as flash storage devices and memory devices (e.g., RAM, ROM). The computer-readable medium may be local to the computer executing the instructions, or may be remote to this computer such as when coupled to the computer via a computer network. For example, the service controller **106** of FIG. **1** may be implemented by a computer having one or more processors **118** executing a computer program loaded from a hard drive located within the computer or elsewhere to perform the steps of the various flowcharts and above description. In one embodiment, the computer is a computer server connected to a network such as the Internet **108** and the computer program stored in the hard drive may be dynamically updated by an update server (not shown) coupled to the Internet **108**. In addition to a dedicated physical computing device, the word “server” may also mean a service daemon on a single computer, virtual computer, or shared computer, for example.

Unless otherwise specified, features described may be implemented in hardware or software according to different design requirements. Additionally, all combinations and permutations of the above described features and embodiments may be utilized in conjunction with the invention.

What is claimed is:

1. A method of controlling access to a network service provided over a computer network of a hospitality establishment, the method comprising:

receiving network traffic from a guest device on the computer network, wherein the guest device is operated by a guest of the hospitality establishment and is not already authorized to access the network service;

identifying, according to the network traffic, a guest area of the hospitality establishment with which the guest device is associated, wherein the guest area is one of a plurality of physically separate areas provided by the hospitality establishment, and assignment of the guest area for guest usage is managed by a property management system of the hospitality establishment;

querying a login database to find an unexpired login for the guest area, the unexpired login indicating that another guest device associated with the guest area has previously been granted access to the network service and that an allowed access duration for the other guest device has not yet expired, the unexpired login specifying a stored guest identifier corresponding to information retrieved from the property management system of the hospitality establishment regarding a guest of the guest area at a time when the unexpired login was created;

comparing the stored guest identifier of the unexpired login with a current guest identifier of the guest area, wherein the current guest identifier corresponds to information retrieved from the property management system regarding a current guest of the guest area;

automatically allowing the guest device to access the network service for a remaining portion of the allowed access duration of the unexpired login when the stored guest identifier matches the current guest identifier;

counting a total number of guest devices that are associated with the unexpired login;

automatically allowing the guest device to access the network service for the remaining portion of the allowed access duration of the unexpired login only when the total number of guest devices has not already reached a predetermined allowable number of devices; and

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when the total number of guest devices has already reached the predetermined allowable number of devices, causing the guest device to display a billing screen giving an option to increase the predetermined allowable number of additional devices for a monetary charge.

2. The method of claim 1, further comprising identifying the guest area of the hospitality establishment with which the guest device is associated by extracting a designation of the guest area from the network traffic.

3. The method of claim 1, further comprising identifying the guest area of the hospitality establishment with which the guest device is associated by:

tracing the network traffic received from the guest device to a source access-node on the computer network; and looking up the guest area that is mapped to the source access-node in a network map.

4. The method of claim 1, further comprising identifying the guest area of the hospitality establishment with which the guest device is associated by:

querying a user profile server to determine a user identifier that is associated with a device identifier included in the network traffic received from the guest device; and

querying the property management system to find the guest area that is currently associated with the user identifier.

5. The method of claim 1, further comprising automatically allowing the guest device to access the network service for the remaining portion of the allowed access duration of the unexpired login in a manner transparent to the guest device, whereby the guest device is not required to display a web page from a login portal of the hospitality establishment before gaining access to the network service.

6. The method of claim 1, wherein the predetermined allowable number of devices is specified according to billing details of the unexpired login.

7. The method of claim 1, wherein the predetermined allowable number of devices is specified according to a profile of the guest area.

8. The method of claim 1, further comprising, when the total number of guest devices has already reached the predetermined allowable number of devices, causing the guest device to display a deletion screen giving an option to log out one of the already associated guest devices before allowing the guest device to access the network service.

9. The method of claim 1, wherein the hospitality establishment is a lodging establishment, the guest area is a guest room of the lodging establishment, and the network service is Internet access.

10. The method of claim 1, wherein the stored guest identifier and the current guest identifier correspond to a loyalty program member identifier of the current guest of the guest area.

11. The method of claim 1, wherein the network traffic received from the guest device is a dynamic host configuration protocol (DHCP) message automatically broadcast on the computer network by the guest device when it is connected to the computer network.

12. The method of claim 1, wherein the network traffic received from the guest device is web traffic sent by the guest device to a login portal of the hospitality establishment.

13. The method of claim 1, wherein the network traffic received from the guest device is a connection request sent by the guest device for a web site on the Internet received at a default gateway of the computer network.

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14. A non-transitory tangible computer-readable medium comprising computer executable instructions that when executed by a computer cause the computer to perform a method of controlling access to a network service provided over a computer network of a hospitality establishment, the method comprising:

receiving network traffic from a guest device on the computer network, wherein the guest device is operated by a guest of the hospitality establishment and is not already authorized to access the network service;

identifying, according to the network traffic, a guest area of the hospitality establishment with which the guest device is associated, wherein the guest area is one of a plurality of physically separate areas provided by the hospitality establishment, and assignment of the guest area for guest usage is managed by a property management system of the hospitality establishment;

querying a login database to find an unexpired login for the guest area, the unexpired login indicating that another guest device associated with the guest area has previously been granted access to the network service and that an allowed access duration for the other guest device has not yet expired, the unexpired login specifying a stored guest identifier corresponding to information retrieved from the property management system of the hospitality establishment regarding a guest of the guest area at a time when the unexpired login was created;

comparing the stored guest identifier of the unexpired login with a current guest identifier of the guest area, wherein the current guest identifier corresponds to information retrieved from the property management system regarding a current guest of the guest area;

automatically allowing the guest device to access the network service for a remaining portion of the allowed access duration of the unexpired login when the stored guest identifier matches the current guest identifier;

counting a total number of guest devices that are associated with the unexpired login;

automatically allowing the guest device to access the network service for the remaining portion of the allowed access duration of the unexpired login only when the total number of guest devices has not already reached a predetermined allowable number of devices; and

when the total number of guest devices has already reached the predetermined allowable number of devices, causing the guest device to display a billing screen giving an option to increase the predetermined allowable number of additional devices for a monetary charge.

15. An apparatus for controlling access to a network service provided over a computer network of a hospitality establishment, the apparatus comprising:

a network interface coupled to the computer network; a login database storing therein a plurality of logins of guest devices that are already authorized to access the network service; and

one or more processors coupled to the network interface and the login database;

wherein the one or more processors are operable to: receive, via the network interface, network traffic from a guest device on the computer network, wherein the guest device is operated by a guest of the hospitality establishment and is not already authorized to access the network service;

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identify, according to the network traffic, a guest area of the hospitality establishment with which the guest device is associated, wherein the guest area is one of a plurality of physically separate areas provided by the hospitality establishment, and assignment of the guest area for guest usage is managed by a property management system of the hospitality establishment;

query the login database to find an unexpired login for the guest area, the unexpired login indicating that another guest device associated with the guest area has previously been granted access to the network service and that an allowed access duration for the other guest device has not yet expired, the unexpired login specifying a stored guest identifier corresponding to information retrieved from the property management system of the hospitality establishment regarding a guest of the guest area at a time when the unexpired login was created;

compare the stored guest identifier of the unexpired login with a current guest identifier of the guest area, wherein the current guest identifier corresponds to information retrieved from the property management system regarding a current guest of the guest area; automatically reconfigure one or more network components of the computer network to thereby allow the guest device to access the network service for a remaining portion of the allowed access duration of the unexpired login when the stored guest identifier matches the current guest identifier;

count a total number of guest devices that are associated with the unexpired login;

automatically reconfigure the one or more network components to allow the guest device to access the

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network service for the remaining portion of the allowed access duration of the unexpired login only when the total number of guest devices has not already reached a predetermined allowable number of devices; and

when the total number of guest devices has already reached the predetermined allowable number of devices, cause the guest device to display a billing screen giving an option to increase the predetermined allowable number of additional devices for a monetary charge.

16. The apparatus of claim **15**, wherein the hospitality establishment is a lodging establishment, the guest area is a guest room of the lodging establishment, and the network service is Internet access.

17. The apparatus of claim **15**, wherein the predetermined allowable number of devices is specified according to billing details of the unexpired login.

18. The apparatus of claim **15**, wherein the predetermined allowable number of devices is specified according to a profile of the guest area.

19. The apparatus of claim **15**, wherein the one or more processors are further operable to cause the guest device to display a deletion screen giving an option to log out one of the already associated guest devices before allowing the guest device to access the network service when the total number of guest devices has already reached the predetermined allowable number of devices.

20. The apparatus of claim **15**, wherein the stored guest identifier and the current guest identifier correspond to a loyalty program member identifier of the current guest of the guest area.

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