



# **ANTlabsEzProfile**

Smart, Seamless, and Secure



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# Elevated Guest Experience



## ANTlabsEzProfile

Effortless  
Wi-Fi

Elevated  
Guest Experience

Deepened  
Brand Loyalty

Boosted  
Revenue Growth

### Seamless Roaming

Wi-Fi that remembers your guest as he stays in your hotels.

### Secure and Private

Your guest data deserves five-star protection.

### Notification Engine

Auto-alert your staff about VIP guest arrival.

### Integrations

Power up your hotel app to leverage guest satisfaction.

### Vendor Agnostic

Works seamlessly with any Passpoint Certified Wi-Fi Infra.

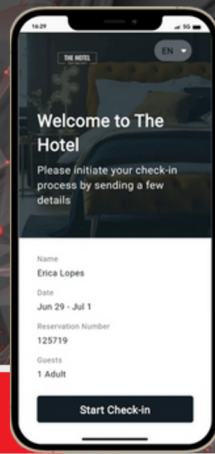
### Profile Based Auth

Say NO to MAC Randomization based complexities.

ANTlabs makes it effortless for hotels to deliver connectivity that not only works seamlessly but also strengthens guest satisfaction and loyalty. In today's digital-first hospitality landscape, Wi-Fi is no longer just an amenity — it's the foundation of the guest journey. From the moment a traveler logs in, the quality of their connection shapes how they perceive the hotel's service.

# The Hospitality Challenge

Hoteliers face growing pressure to deliver flawless experiences. ANTI Labs offers smart solutions to overcome key challenges.



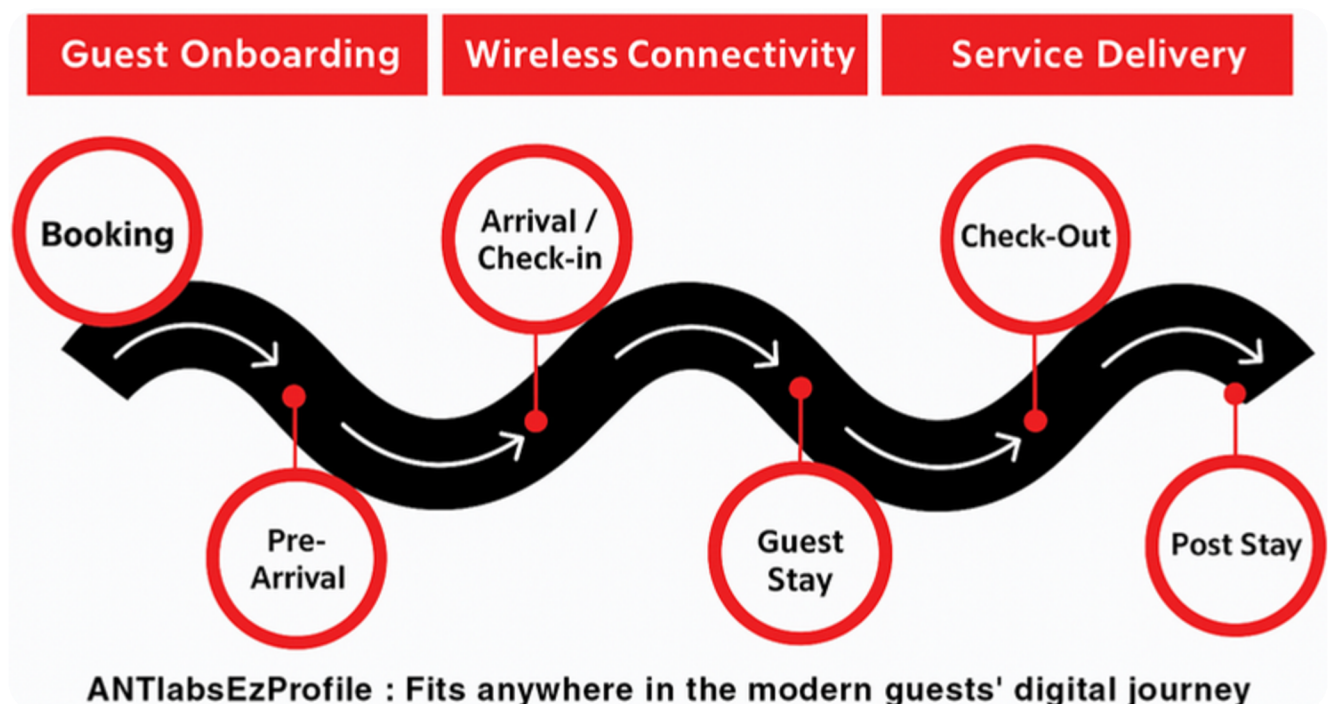
In today's competitive landscape, hoteliers must differentiate themselves to win customer loyalty and mindshare. The modern guests expect more than just Wi-Fi at the hotel, and they expect frictionless, secure, and personalized connectivity. Traditional login portals slow down access, frustrate the guests, and limit personalization opportunities.

When you enable roaming on your mobile plan and travel across countries, your phone automatically connects to partner networks without manual network selections or login portals—just seamless coverage so you can call, message, and browse without interruption. As an innovative leader in Hospitality Solutions arena for more than two decades, ANTI Labs EzProfile introduces same flexibility to hotel Wi-Fi. As soon as a guest with an installed profile enters the property (or any participating property in your group), their device connects securely and automatically —no captive portals, no credentials.

## Solving MAC Randomization—Without Compromising Privacy

MAC address randomization is a feature of latest mobile Operating Systems, which is designed to enhance privacy especially on visitor-based networks, but it often triggers re-logins and frustrations. The typical “fix” of disabling MAC randomization compromises security, but **ANTI Labs EzProfile solves the issue without touching guest device settings, preserving privacy while delivering a seamless, uninterrupted Wi-Fi experience.**

At the same time, loyalty programs often operate in silos from network infrastructure, missing critical opportunities to recognize and engage guests at every digital touchpoint.





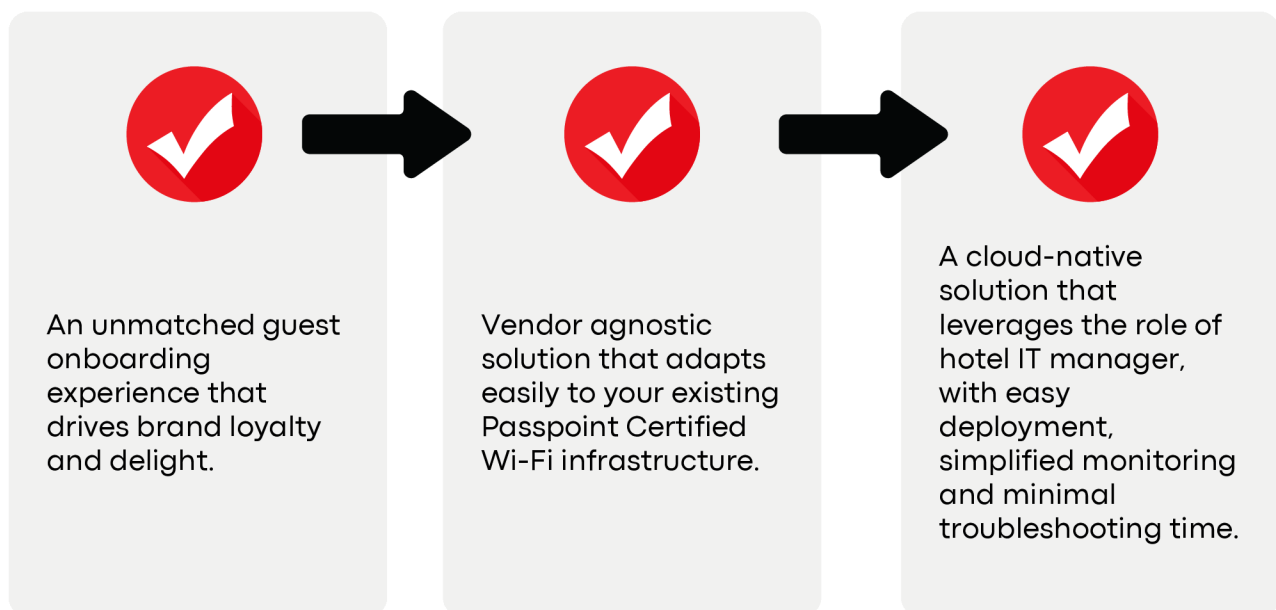
# Introducing **ANTlabsEzProfile**

Redefining guest on-boarding and roaming experience.

With **ANTlabsEzProfile** we empower hotels to transform their Wi-Fi into a seamless, secure, and personalized guest internet connectivity experience backed by the value of integrated loyalty experience. Just like mobile roaming connects you automatically across networks, the solutions allows guests to enjoy instant, secure Wi-Fi internet access across all partnered hotels without passcodes or login portals.

Designed to deliver a premium digital journey, **ANTlabsEzProfile** provisions secure Wi-Fi profiles via your hotel app, booking confirmation emails, or QR codes, enabling automatic reconnection on arrival. It integrates smoothly with loyalty membership programs to trigger location-aware offers, VIP arrival alerts, and personalized services that make every guest interaction more valuable.

**ANTlabsEzProfile** is designed to offer top-notch technology to your valued guests while ensuring cost-effectiveness and inter-operability with existing Passpoint Wi-Fi infrastructure. When paired with ANTLabs Gateways and our entertainment and experience solutions that complement the guest's digital journey, **ANTlabs empowers hotels to elevate guest experience, strengthen brand loyalty, and ultimately revenue growth.**







## OUR CUSTOMERS



## Contact us now

Let's create seamless, personalized guest experiences with automation and human touch.

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