



GUESTROOM

2010



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GUESTROOM 2010 *Version 3.0*

Exhibit Continues to Show the Latest Innovations

With technologies constantly evolving, the potential for the ultimate guestroom changes so quickly that it is often hard to comprehend the impact. In today's busy environment, technologies expand beyond in-room entertainment and HDTVs as hotels use technology to streamline their operations, provide fast and easy check-in, create a relaxing environment for guests and more. GUESTROOM 2010 offers a glimpse of the future's potential as it opens the mind to think beyond the scope of everyday technology.

About the Project

HFTP strives to be the main source of hospitality technology information, so it was only reasonable that they would take on a project that creates a hands-on experience of what technologies future guestrooms might use.

GUESTROOM 2010 originated in 2006 from the HITEC Advisory Council, with approval from the HFTP Board of Directors. A special GUESTROOM 2010 Task Force, consisting of hospitality technology experts, was formed to research and survey frequent travelers to find out what would make the ultimate guestroom experience. Their hard work resulted in a unique room layout, a variety of innovative technologies and an exhibit that was of high interest around the world.

After long hours and searching the globe for ideas and technologies, the first GUESTROOM 2010 debuted in Minneapolis, Minn. at HITEC 2006.

With packed crowds and the industry buzzing, it was quickly decided that GUESTROOM 2010 would return to future HITECs.

The exhibit showcases new and upcoming technologies for the modern hotel room that are easily adaptable to the guestroom and provide a specific solution to the needs of guests. In one place, you can touch, feel and interact with the future guestroom.

For 2008, HFTP Global President Anna McFarland, CPA, CFE, CHAE, CHTP appointed Carol Campbell Beggs, CHTP as GUESTROOM 2010 Committee chair and Brenda Burke, CHTP; Scot Campbell; Brian Garavuso, CHTP; Steve Murphy, MBA; Jules Sieburgh, CHTP; Richard Siegel; David Sjolander, CHTP; and Frank Wolfe, CAE to the committee.

Impact on Industry

Quickly after GUESTROOM 2010's debut, requests poured in to feature the exhibit at various trade shows and conferences. A hands-on exhibit was displayed at the International Hotel/Motel & Restaurant Show® (IH/M&RS) and the American Society of Association Executives (ASAE) & The Center Annual Meeting & Exposition. The massive size and expense of the exhibit makes it hard to travel, so HFTP devised a portable presentation. The portable GUESTROOM 2010 has been featured in conferences throughout North America, Europe and Asia, educating the industry on the potential of technology for guestrooms.

GUESTROOM 2010 has also inspired other projects and served as a reference for a number of ongoing hospitality projects. One CIO stated “No one in this industry would have ever considered [technology name withheld] for a hotel until it was featured in GUESTROOM 2010.”

Media has also created interest in the project, reaching audiences beyond hospitality. GUESTROOM 2010 was featured on Bloomberg TV, in world-renowned publications like the *New York Times*, in publications for other industries like *CIO Magazine* and numerous publications around the world.

Each year as the buzz of the project gets bigger, more industries see the value of GUESTROOM 2010. By providing a forum that showcases and discusses hospitality technology, GUESTROOM 2010’s greatest success is the open dialogue that has ensued among industry professionals.

Version 3.0

It’s easy to assume technology means electronic devices. While GUESTROOM 2010 features innovative electronics, the exhibit goes a step further to show that technology can be more than the typical TV or robot. Technologies in the room represent a variety of products including environmentally-friendly devices, Bluetooth technology, textiles and more.

“Going green” has taken over our social conscience to be environmentally aware and in the process has improved the hotel’s bottom line. Be on the lookout in this guide and in the room for the special “green” logo that highlights environmentally-friendly technologies that save energy, labor and money.

Entering its third year, GUESTROOM 2010 not only features a slew of new technologies, it is also changing the way attendees experience this one-of-a-kind exhibit. Instead of entering at any given time, pushing through the crowds to get a glimpse at what’s in the room, attendees now experience the room through a guided tour.

As you walk through the room, tour guides point out each technology’s impact on the guestroom. The tours insure you won’t overlook an important technology featured in the room and provides an in-depth understanding of how each technology benefits the hospitality industry.

The tour ends at the pavilion, where you’ll find more technologies and product representatives. Because of space constraints, some technologies are showcased outside the room in the pavilion. These technologies offer innovative ideas to hotel technology, so don’t forget to stop by. Technology representatives are in the pavilion to answer any questions about what’s showcased.

New Name

In 2006 when GUESTROOM 2010 was created, the name portrayed the idea that the technologies shown in the room weren’t a distant fantasy, but a concept that could soon be adapted into any guestroom. As the year 2010 quickly approaches, GUESTROOM 2010 must evolve to reflect changing times. The project will soon dawn a new name and logo — debuting the last day of HITEC 2008.

Encompassing the impact this project has had on the industry, what will the new name and logo be? Stop by the exhibit on Thursday to find out.



GUESTROOM 2010 Acknowledgements

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IBM

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A Tour Through GUESTROOM 2010 *Version 3.0*

This year's version of Guestroom 2010 features many examples of technologies that will have a major impact on the guestroom and hotel in the future. These technologies include Radio Frequency Identification, IPTV, Voice Recognition, three-dimensional television and display, sensory stimulation, convergence, wireless electricity, wireless sound, water therapy and green technologies. Guestroom 2010's selection committee selected more technologies than could be used in the room and these have been placed in the pavilion. Please make sure that you don't miss these technologies. Visitor's who want to spend time with the company experts and inventors will also find them located at a kiosk in the pavilion.

Room Layout

Part of GUESTROOM 2010's legacy is the unique layout of the room. When GUESTROOM 2010 was first created in 2006, the traditional layout of the room was erased and rebuilt based off research and feedback. For example, frequent travelers expressed interest in rearranging the room so that when hotel staff, enter the room they can't see the bed or bathroom from the doorway. They also requested more natural lighting in the bathroom. The room's layout is a stepping stone to thinking outside the box and imagining all that can be done to configure the traditional guest room space.

While the current room has had a slight change in flow from previous versions, it stays true to the original concept — with the bathroom and bed not visible from the front door. The layout provides a distinct division of space for a living room, bedroom and bathroom, while still providing an open feel to the room. During the guided tour, you'll stop in the three major living areas of the room.

Living Area

As personal devices become better able to enhance the guest's experiences using RFID technology, systems like [IBM and VingCard Elsafe's Keyless Door Entry](#)

Technology Selection Committee:



Chair
Carol Campbell
Beggs, CHTP



Brenda Burke,
CHTP



Scot Campbell



Brian Garavuso,
CHTP

(p. 15) allow guests to skip the long lines at check-in and head straight to their room, using their cell phone as a key.

For many, the guestroom is an office away from the office. Various technologies are emerging to compensate for this necessity in the guestroom, like **Uniguest's Multi-Media Hub Desk™** (p. 16), which features a built-in computer and keyboard. The **evo system™** (p. 18), using modular aluminum frame and track systems makes rooms truly "plug and play," as well as, assisting in future proofing them.



Sony's OLED (Organic Light Emitting Diode) Digital TV (p. 19) display is only about three millimeters thick and has a light-emitting structure of the panel that eliminates the need for a separate light source, allowing it to be 40 percent more efficient than conventional LCD panels of the same size.

In-room entertainment has been a staple in guestrooms for many years. Visitors will see the brand new **Wii game system** (p. 17), created for hospitality, without the hassle of game discs. A special version of the Wii was designed specifically for guestrooms so property managers can control game menu content, erase saved game data and receive updates of popular new games via a network connect. The new Wii fit also provides an in-room gym. Visitor's who want to experience the new Wii Fit first-hand will be able to do so in the pavilion!

Past Guestroom 2010 committees have not been afraid to stir up a little intentional controversy to generate some conversation in the industry, and this year's team is no different! Looking around the room you might notice something missing — a traditional telephone. Evaluating the likelihood of technology in the future, the GUESTROOM 2010 Task Force felt that traditional telephones would be obsolete and opted to replace the phone with an **antique intercom system** (p. 20). As one member of the task force said, "the only thing a guest will need to do is to be able to call the front desk." The new wave of telephone technology uses cell phone technology to enhance the guest's experience.



Steve Murphy, MBA



Jules Sieburgh,
CHTP



Richard Siegel



David Sjolander,
CHTP



Frank Wolfe, CAE

Sleeping Area

In room integration continues to generate a lot of buzz in the industry. Visitor's to the room will see Control4's state-of-the-art technology that uses the guestroom television, giving guests complete control of all room amenities and hotel services. **Suite Systems** (p. 24) delivers LEED compliant solutions as well as dramatically cutting the installation and on-going maintenance costs. A different version of this solution, **The IRIS System** (p. 31), is displayed in the Guestroom Pavilion. IRIS is a handheld, wireless, touch-screen device enabling guests to interactively use and access hotel services and communicate with each other in any language.



As the center of any guestroom, the bed is an important feature. **AMMIQUE'S 21st Century Bed Technology** (p. 17), making its third appearance, is an innovative mattress-less alternative to the normal hotel bed. Designed to support the body in the correct position for sleep, the bed has 20,000 components that move interdependently to contour inch by inch in the natural curves of the moving body. It also factors hygiene, airflow and adaptability into the design. Because the bed lacks a traditional mattress, it lasts many times what today's bed does and is very environmentally-friendly because it does not fill up our landfills.

Have trouble finding things in the dimly lit closet? **Fluxx Lab's Energy Tax Door** (p. 23) has created a solution that lights up the closet and is energy efficient. The light harnesses just enough energy from opening the door to light the closet. Televisions are a popular guestroom technology, evolving to fit the guests' and hotel's needs. Eco-friendly televisions are the new rage, allowing the hotel to save money and the environment while still providing a high-quality viewing experience for the guest. **Philips' SmartPower²** (p. 23) consumes nearly 50 percent less power than normal LCD HDTVs and includes a light sensor that measures room lighting levels and dims the backlights to provide viewability at the lowest power levels tolerable. Since energy savings migrate directly to the bottom line — this television is both green and "profitable."

Bathing Area

After a long day of traveling, meetings or touring, a guest just wants to relax. This year's bathroom can help the guest relax long after the spa has closed for the day. Mixing technology with an organic design, **Kohler's Fountainhead Vibro-Acoustic™ Bath** (p. 28) uses sound waves to provide a relaxing bath for guests. Four vibroacoustic experiences envelop the bather in a multi-sensory environment that synchronizes music, vibration and light with water.



If the guest is too rushed for a spa bath experience, they can enjoy **Kohler's DTV II Shower** (p. 29). This fully integrated shower incorporates a rejuvenating stream, music from a personal play list and lights that move and change colors to help the guests improve their mood. Guests can chose personalized temperature and water delivery options from up to eight shower components.

Offering the ultimate in technology while still preserving interior design, **Séura's Découverte Lumination Collection™: Veda™ 20" Television Mirror** (p. 26) and **Lucidity Speakers** (p. 27) are seamless additions that easily disappear into the design of the bathroom when not used. Listening to the television is easy with the revolutionary behind-the-wall mounting speakers. Each transducer energizes up to 200 square feet of panel space and has the capability to transform almost any surface into a loudspeaker.



Another green technology featured this year is **Kohler's Fountainhead™ Comfort Height™** (p. 28) elongated one-piece toilet with Power Lite® flushing technology. This toilet features dual flush technology and an eco-friendly 0.8-gallon flush option that saves as much as 6,000 gallons of water annually over a traditional 1.6-gallon toilet.

Pavilion

In addition to the technologies mentioned, the pavilion also showcases many others, like **Unique Automation's Bath-O-Matic** (p. 33), an automatic digital bath filler and temperature control that can be installed on new or existing baths. Not only does it prevent possible flooding and scalding, it saves energy and water.

IBM's **The IBM Cave** (p. 14) is part of a VT Resorts immersive demonstration. The spa and golf course used in the scenario allows the customer wearing virtual reality goggles to see the amenities of the resort from their hotel room. When the tour is complete, guests can make reservations for the spa or a tee time without leaving their room.



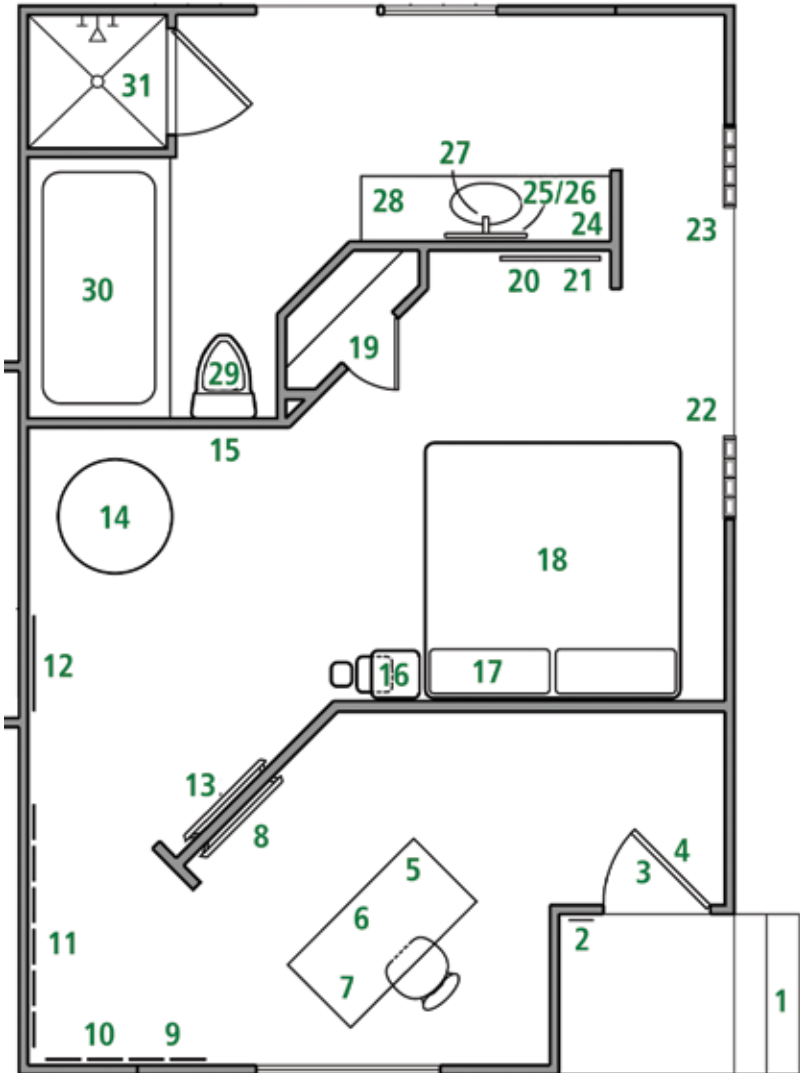
There are many other technologies to experience in the pavilion. Additionally, most of the companies with products in the room will have either the product's inventors or an expert who can answer all visitor questions at their pavilion kiosk.

Technology Call

Have a technology that you think would fit right in this room? Submit it for consideration for next year's display at HITEC 2009 in Anaheim, Calif. USA. Find more information at www.guestroom2010.org.



GUESTROOM 2010 Map



Green Technology

This symbol next to a technology description denotes that the item is environmentally-friendly — saves energy or water.

No.	Product	Company	Desc.
1	Cave Virtual Reality Goggles	IBM	p. 14
2	Empty Food Tray Detection System	Axcess Industries, Inc.	p. 14
3	Near-field Technology-based Keyless Opener	IBM / VingCard Elsafe	p. 15
4	Digital Door Viewer	First View Security, Inc.	p. 15
5	Multi-Media Hub Desk™	Uniguest	p. 16
6	Chargepod	CallPod, Inc.	p. 16
7	Kindle™	Amazon	p. 17
8	Wii™ for Hotels	Nintendo	p. 17
9	The evo system™	Vantage Point	p. 18
10	Minibar	Bartech Systems International	p. 18
11	OLED Digital TV	Sony Electronics, Inc.	p. 19
12	LUX-HDA mirage™ system	LUX ART & DESIGN	p. 19
13	3D Autostereoscopic Display	Philips	p. 20
14	Antique Intercom	Carter Cook Antique Radios	p. 20
15	WildCharger™ Pad	WildCharge™	p. 21
16	Timeset™	Sensory, Inc.	p. 21
17	perCushion	URBAN TOOL	p. 22
18	AMMIQUE® — 21st Century Bed	Ammique Ltd.	p. 22
19	Energy Tax Door	Fluxx Lab	p. 23
20	Philips SmartPower ²	Philips	p. 23
21	Control4 Suite Systems	Control4	p. 24
22			p. 24
23	Soundolier Wireless Speaker Lamp	MITEK Corp.	p. 25
24	Aroslim™	Scent Marketing Institute for Air Aroma International	p. 25
25	Découverte Lumination Collection™: Veda™ 20" Television Mirror	Séura, Inc.	p. 26
26	HDTV Specialized Content	Tangerine Global, LLC	p. 26
27	Karbon™ Articulating Faucet	Kohler	p. 27
28	Lucidity Invisible Speakers	Séura, Inc.	p. 27
29	Fountainhead One-Piece Toilet	Kohler	p. 28
30	Fountainhead VibrAcoustic™ Bath	Kohler	p. 28
31	DTV II Shower	Kohler	p. 29

1.

Cave Virtual Reality Goggles

IBM

1200 5th Ave
Seattle, WA 98101
(206) 587-6602
www.ibm.com/industries/travel



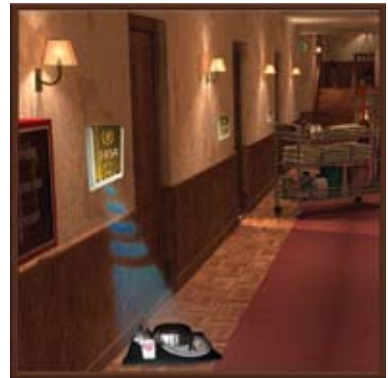
The IBM Cave is part of a VT Resorts immersive demonstration. The spa and golf course demonstrated in the tour allows the guest wearing virtual reality goggles to see the amenities of the resort from their hotel room. While some virtual tours allow guests to look at the surroundings in a 2D third person perspective, this demonstration includes 3D goggles and the ability to view things in the first person perspective. The Virtual Concierge takes guests on a tour of the spa and golf course. When complete, guests can make reservations for the spa or a tee time without leaving their room.

2.

Empty Food Tray Detection System

Axxess Industries, Inc.

2111 Lillooet Cres
Kelowna, BC V1V 1Y2
Canada
(866) 769-7009
support@axxind.com
www.axxind.com



Axxess Empty Food Tray Detection System is the first system in the hospitality industry which successfully detects empty food trays in hotel corridors and alerts staff to their location for prompt pick-up. The patented Tray Tracker system has a locating range of over 20 feet so that trays are detected wherever the guest may park them. The system is typically installed as part of the Axxess Ready Maid Indicator and Doorbell system. Custom deployment options are available. The tray transmitter is the size of a small matchbox, which can be deployed in a variety of ways so that they are not noticeable by guests.

3.

Near-Field Technology-Based Keyless Opener

IBM

1200 5th Ave
Seattle, WA 98101
(206) 587-6602
www.ibm.com/industries/travel

VingCard Elsafe

631 International Pkwy, Ste 100
Richardson, TX 75081
(800) 225-8464
noram@vcegroup.com
www.vingcard.com



IBM's keyless door opener provides a fast, seamless transit through the hotel lobby, made possible through SMS, NFC-cell phone and RFID electronic door lock (VingCard Elsafe). Guests make an electronic reservation and receive a SMS on their cell phone with room number and secure electronic key, avoiding check-in lines by going directly to their hotel room and using their cell phone to open the door. This Human Services Enablement live prototype is an IBM Sensors & Actuators Solution. It fosters integration across technologies and partners to provide the travel industry with interoperable solutions.

4.

Digital Door Viewer

First View Security, Inc.

19000 Lake Rd, Ste 917
Rocky River, OH 44116
(440) 333-6557
information@firstviewsecurity.com
www.firstviewsecurity.com



With the Digital Door Viewer (DDV), hotel guests get an expanded view outside their door, without squinting through peepholes. The DDV uses a flat-screen LCD color monitor on the inside of the door and a tiny digital camera on the exterior to deliver high-quality images for enhanced security. It is assembled from impact-resistant components and the LCD panel has a protective lens cover. The system is powered by long-lasting AA batteries and is totally integrated, requiring no external wiring connections. It can be installed into any door in minutes, replacing the existing peephole.

5.

Multi-Media Hub Desk™ Designed by Nolen Nui

Uniguest

1940 Elm Hill Pike
Nashville, TN 37210
(866) 398-8729
info@uniguest.com
www.uniguest.com



Uniguest Multi-Media Hub Desk provides one centralized unit for a built-in computer workstation, TeleAdapt's MediaHub™ and TeleAdapt's PowerHub™. The desk features a built-in keyboard tray, as well as additional workspace via a slide out tray. The computer is a Sony 22 inch LCD all-in-one Vaio with a built-in television tuner and Bluetooth mouse and keyboard.

6.

Chargepod

Callpod, Inc.

850 W Jackson Blvd, Ste 260
Chicago, IL 60607
(312) 829-2680
www.callpod.com



Chargepod is a six-way charging device that can charge multiple cell phones, PDAs, headsets and most other mobile electronics with a single power cord. Just pick out the manufacturer-specific adapters for each device and throw away the dozens of power cords and wall warts that clutter offices and homes. Chargepod uses voltage regulator technology and interchangeable power adapters to safely charge all mobile devices regardless of manufacturer or model.

7.

Kindle™**Amazon**www.amazon.com

Amazon's Kindle is a portable reading device that can download books, blogs, magazines and newspapers. Thanks to electronic paper, a revolutionary new display technology, reading Kindle's screen is as sharp and natural as reading ink on paper — and nothing like the strain and glare of a computer screen. Kindle is also easy on the fingertips. It never becomes hot and is designed for ambidextrous use so both "lefties" and "righties" can read comfortably at any angle for long periods of time. The completely wireless delivery system downloads books, blogs, magazines and newspapers in real-time.



8.

Wii™ for Hotels**Nintendo**

4820 150th Ave NE
 Redmond, WA 98052
 (425) 497-7623
Brad.kadet@noa.nintendo.com
www.nintendo.com



This Wii console is specifically designed by Nintendo of America Inc. to allow hotel guests to experience Wii games, licensed for commercial use, without the hassle of game discs. The console provides a streamlined menu for easy game access without the user-customizable options of the retail console. Property managers can control game menu content, erase saved game data and receive updates of popular new games via a network connection. With the Wii Balance Board™ accessory and Wii Fit™ software, the console becomes an in-room fitness center.

9.

The evo system™

Vantage Point

PO Box 2485
Santa Fe Springs, CA 90670
(562) 946-1718
sales@theevosystem.com
www.theevosystem.com



The evo system™ is a completely modular aluminum frame and track system that is hung on independently mounted rails. It extends four inches from the wall, creating a hidden space for wiring and dampening sound absorption through the wall. Although many applications of the evo system™ center around the flat panel mounted television, its true function is to facilitate a variety of technologies being delivered to the guestroom, while remaining open to future technologies. It is completely customizable in its décor, configurations and accessories, allowing its presence to enrich any room. To put it simply, the room becomes plug and play.

10.

Minibar

Bartech Systems International

251 Najoles Rd, Ste A
Millersville, MD 21108
(410) 729-7725
solutions@bartech.com
www.bartech.com



Bartech provides any type of glass door from frosted to clear, marked or enhanced by color. Hoteliers can customize the door design to compliment décor or work of art logo/design to compliment their décor. Options include 12 automatic refreshment centers that hold from 30 to 75 liters, provide different types of dry sections and three cooling units. Bartech minibars have the flexibility to operate within any hotel infrastructure, using advanced communication methods, web-based software, computerized energy saving systems, automatic posting and e-mail messages to hotel personnel, remote control features, keyless locking and e-trays with infrared sensing technology.

11.

OLED Digital TV**Sony Electronics, Inc.**

1 Sony Dr
 Park Ridge, NJ 07656
 (201) 358-4235
 brandi.gil@am.sony.com
 www.sony.com/hospitality



Sony's Organic Light Emitting Diode (OLED) displays are about 3 millimeters thin and offer picture quality with extremely high contrast, brightness, exceptional color reproduction and rapid response time. OLED displays prevent light emission when reproducing shades of black, resulting in very deep blacks and a contrast ratio of more than 1,000,000:1. The lack of a backlight allows the device to control all phases of light emission from zero to peak brightness. Since the light-emitting structure of the panel eliminates the need for a separate light source, OLED panels can be up to 40 percent more efficient per panel inch compared with a conventional 20-inch LCD panel.

12.

LUX-HDA mirage™ system (patent pending)**LUX ART & DESIGN**

11684 Ventura Blvd, #902
 Studio City, CA 91604
 (818) 762-1400
 inquiries@luxart.us
 www.luxart.us



With the LUX-HDA mirage system, guests choose artwork, visual effects or full motion video from a thumbnail gallery on a handheld INNCOM tablet that can be displayed on glass, water, fabric or solid surfaces in high-end suites or public spaces. Vivid high definition artwork is created through a patent-pending process from original oils, watercolors, monotype prints, visual effects and live-action cinematography. The art is projected via a Christie Digital onto a hand-cast acrylic diffusion screen by ProDisplay Technologies. The Electronsonic HD FrEND Server stores up to seven hours of HD content and remotely updates via IP.

13.

3D Autostereoscopic Display

Philips

64 Perimeter Center East
Atlanta, GA 30346
(770) 821-3158
Anthony.Fonzo@philips.com
www.hospitality.philips.com



The Philips 3D autostereoscopic intelligent display is based on lenticular lens technology and offers breathtaking high-resolution 3D visualization on a flat screen. The display offers up to nine different viewing angles, allowing multiple viewers to experience 3D content at the same time, without wearing special glasses. It provides full brightness and contrast, while ensuring true color representation, and switches seamlessly between 2D and 3D viewing. The 3D autostereoscopic display is ideal for digital signage. The model exhibited features a 20" display; a 42" display is also available.

14.

Antique Intercom

Carter Cook Antique Radios

6603 NE Dr
Austin, TX 78723
carter.cook@sbcglobal.net
(512) 929-8641



This year's room intentionally does not include a telephone. Evaluating the likelihood of future technology, the GUESTROOM 2010 Task Force felt traditional telephones would be obsolete and opted to replace the phone with an antique intercom system. The intercom features is a Flash-A-Call model 2520, which was manufactured in 1947 using tube-based technology of its time. Past Guestroom 2010 Task Forces have not been afraid to stir up a little intentional controversy to generate some conversation in the industry, and this year's team is no different.

15.

WildCharger™ Pad**WildCharge™**

4720 Walnut St, Ste 200
 Boulder, CO 80301
 (480) 922-2821
 corporate@wildcharge.com
 www.wildcharge.com



The WildCharger™ pad and its companions — the device adapters — form a perfect wire-free power solution to charge various electronic devices. Place the enabled phone on the WildCharge charging pad and enjoy instantaneous and uninterrupted wire-free charging. Tiny magnets in the adapter hold the phone firmly in place on the pad, even if the pad is hanging on the wall. It does not interfere with the operation of electronic equipment and has no impact on reception or transmission quality. WildCharge was listed on *TIME Magazine's* Best Inventions of 2007, awarded Best of Innovations Award at CES 2008 and Best New Technology at RetailVision 2008.

16.

Timeset™**Sensory, Inc.**

1500 NW 18th Ave, Ste 102
 Portland, OR 97209
 (503) 546-6378
 scollard@sensoryinc.com
 www.sensoryinc.com

Sensory's TimeSet is a technology that allows any RSC-4x enabled device with a clock to have its time set using natural spoken phrases. Eliminating the confusing manner in which digital clocks are programmed, a person can simply say "12:37 p.m." or "6 a.m." and the device is set. Any device, such as an alarm clock, microwave oven, thermostat, coffee maker or DVR outfitted with an RSC-4x chip can be programmed quickly and accurately without the hassle of holding down hidden or multiple buttons.

 17.

perCushion

URBAN TOOL

c/o Sealtext Management
1 Stafford Rd E, Ste 200
Ottawa, ON
Canada
(613) 482-6379
anja@urbantool.com
www.urbantool.com



Pick up a cell phone call while resting on a soft pillow. The perCushion is a soft, ergonomic cushion that connects to a cell phone wirelessly via Bluetooth. The cushion has highly sophisticated speakers and microphone to provide an easy control via a homely textile interface. It uses a rechargeable lithium ionic battery.

 18.

AMMIQUE® — 21st Century Bed Technology

Ammique Ltd.

10-12 Silver St.
Midsomer Norton
Bath, BA3 2EX
United Kingdom
+44 (0) 1761 419 544
queries@ammique.com
www.ammique.com



Developed in the United Kingdom, the AMMIQUE's innovative patented body suspension system is designed to support the body in the correct position for sleep. The bed's 20,000 components include 8,000 small plastic-domed caps on the surface and rods that are loosely linked together, moving interdependently to contour inch by inch to the natural curves of the moving body, regardless of its weight or shape. Ammique saves hotels housekeeping time because there is no mattress to "turn" and its structure and mechanism will never fully wear out. All padding is removable and washable and it is easy clean. It can be steam-cleaned and its outer frame is designed to accommodate a wide range of decorative paneling.

19.

Energy Tax Door

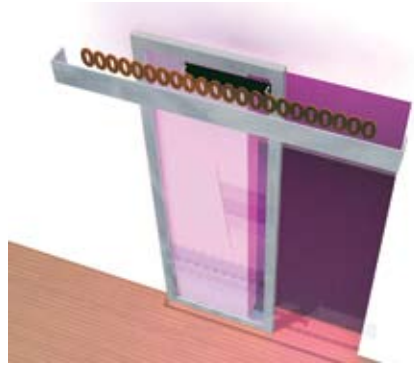
Fluxx Lab

info@fluxxlab.com

www.fluxxlab.com



Powerslide is an innovative product that turns the sliding motion of common building components such as sliding doors, windows and drawers into a source of energy. The device uses an integral alternator designed for each application to harness and locally redistribute the energy. In Guestroom 2010, the Powerslide is attached to a sliding closet door. Each time a hotel guest opens the closet door, a negligible amount of their energy will be converted to light, illuminating the closet's contents.



20.

Philips SmartPower²

Philips

64 Perimeter Center East

Atlanta, GA 30346

(770) 821-3158

Anthony.Fonzo@philips.com

www.hospitality.philips.com



The Philips SmartPower² is designed with several power saving features, such as a proprietary dimming technology that is designed to lower the LCD panel backlight to reduce power consumption without compromising the picture quality. It consumes as little power as 75W while active, which is nearly 50 percent less than most LCD HDTVs of the same size. A built-in light sensor automatically measures the viewing room's ambient lighting and adjusts the television's backlight for power efficiency. As part of the Philips Design Collection, the SmartPower² delivers precision picture quality and definitive style while incorporating lead-free components and flame retardant materials, which are safe to the environment. CNET's Best of CES 2008 awarded the SmartPower² "Best in Show."



21.

Control4 Suite Systems

Control4

11734 South Election Rd, Ste 200
Salt Lake City, UT 84020-6432
(801) 523-3100
jgist@control4.com
www.control4.com



Control4 Suite Systems redefines the guestroom experience by delivering state-of-the-art control of audio, video, HVAC, lighting, drapes and services. Moreover, Control4 Suite Systems gives hoteliers the ability to present a truly eco-friendly room and all the advantages of LEED certification with the ability to adjust brightness of lights and room temperature.

22.

Product

Company

23.

Soundolier Wireless Speaker Lamp

MITEK Corp.

1 Mitek Plaza
Winslow, IL 61089
(800) 837-7879
duolamp@mittekcorp.com
www.soundolier.com



This stylish floor lamp has a patent-pending 5 1/4" full-range wireless speaker hidden within, to provide the ultimate in quality sound performance without bulky speaker boxes, unsightly wires or expensive custom installations. Simply connect the Digital Audio Wireless Transmitter to any source and send the signal to an unlimited number of Soundolier Wireless Speaker Lamps up to 300 feet away. Use a pair set to left and right speakers, or mix to use just one lamp for full stereo sound. An input/output jack at the base of the lamp allows a quick connect to MP3 players or laptops.

24.

Aroslim™

Scent Marketing Institute for AirAroma International

7 Fox Meadow Rd
Scarsdale, NY 10583
(646) 236-4606
info@scentmarketing.org
www.scentmarketing.org



Using wireless communication, arologic takes scenting to a new level of automation and customization. Managed via remote access, arologic gives complete control over multiple scent zones. The control hub provides a single remote access point to activate a scent, vary the intensity or even change the aroma. Hotels can release a micro-mist of roses in the foyer, eucalyptus in the gym and chocolate in the lounge at any given time of the day. Even more revolutionary, arologic capability means every single guestroom can diffuse a unique scent, controlled from hotel reception.



Découverte Lumination Collection™: Veda™ 20" Television Mirror

Séura, Inc.

3190 Holmgren Way Rd
Green Bay, WI 54304
(800) 957-3872
contact@seura.com
www.seura.com



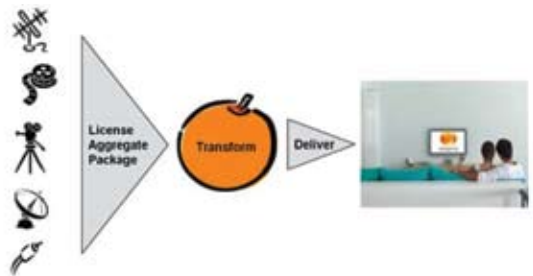
The Séura Television Mirror provides a 20" crisp high definition LCD image inside the bathroom mirror. It fully integrates with cable, satellite, antenna, sound systems and DVD players, and is easily installed as either a recessed or surface-mount configuration.



HDTV Specialized Content

Tangerine Global

Tangerine Global, LLC
13160 Mindanao Way, Ste 217
Marina del Rey, CA 90292
(310) 305-7500
info@tangerineglobal.com
www.tangerineglobal.com



The finest in luxury HDTV entertainment programming sourced from around the world and delivered in IPTV. As specialists in both HDTV and IPTV, Tangerine Global provides specialized luxury oriented HD programming, as well as free-to-guest HD programming including the latest encryption technologies ensuring secure delivery. Programming can also be available on demand with any VOD solution or streamed locally off a server in the headend.

27.

Karbon™ Articulating Faucet

Kohler

444 Highland Dr
Kohler, WI 53044
(800) 456-4537
www.kohler.com



The Karbon Articulating Faucet takes faucet functionality to a completely new level. Providing all the functionality of a pulldown or pullout faucet, Karbon takes the next evolutionary step by allowing one to position water flow exactly where it is needed and then holds that position, giving the freedom to use both hands to complete the task at hand. Articulating design provides task configurable functionality to position the spray deep into the bowl or offer up to an 18-inch clearance for filling large items.



28.

Lucidity Invisible Speakers

Séura, Inc.

3190 Holmgren Way Rd
Green Bay, WI 54304
(800) 957-3872
contact@seura.com
www.seura.com



Originally developed for the US military, Lucidity transducers incorporate the most advanced acoustics technology to deliver the best in consistent sound performance anywhere in the room. It has the capability to transform almost any surface into a loudspeaker. Touting a revolutionary behind-the-wall mounting system, each transducer energizes up to 200 square feet of panel surface. The highest power density transducers makes use of high-energy neodymium magnets. Combined with the Séura television mirror, Lucidity transducers provide a complete and invisible technology system that expands guests' horizons without disrupting their world.

29.

Fountainhead One-Piece Toilet

Kohler

444 Highland Dr
Kohler, WI 53044
(800) 456-4537
www.kohler.com



This unique toilet has a tankless design that is achieved by using Kohler's exclusive Power Lite™ technology — a quiet electric pump fully enclosed within the toilet bowl provides a strong, powerful flush using just 1.28 gallons per flush, providing a savings of about 3,200 gallons of water a year versus standard toilets. The toilet also features Kohler's Comfort Height™ technology, which raises the height of the bowl to that of a standard chair, making it easier for people of all ages and statures to use the toilet. The seat is heated with three different settings and comes with an integrated LED light to serve as a night light.



30.

Fountainhead VibrAcoustic™ Bath

Kohler

444 Highland Dr
Kohler, WI 53044
(800) 456-4537
www.kohler.com

The science of sound vibration and the art of ergonomic design come together in this bath to provide an unprecedented level of relaxation. Four vibracoustic experiences envelop the bather in a multi-sensory environment that synchronizes music, vibration and light with water. These original compositions were created in collaboration with a renowned sound therapist and are choreographed uniquely for this bath to optimize the vibracoustic effect, in which the body is led into a state of complete relaxation. Two massaging beat experiences add even more physical vibration that can be adjusted to the desired level of intensity to personalize the bath experience.



31.

DTV II Shower


Kohler

444 Highland Dr
Kohler, WI 53044
(800) 456-4537
www.kohler.com




This fully integrated, multi-sensory experience wraps four elements together in a single interface. Incorporate the shower with a rejuvenating stream, music from a personal play list, even lights that move and change colors during the shower. Control personalized temperature and water delivery options from up to eight shower components with the touch of a button. Six presets make it easy to create and save preferences.

*Take charge of
your career*



HFTP
Hospitality Financial and
Technology Professionals

*Earn a professional designation
specific to the hospitality industry:*

CHTP 

Certified Hospitality Technology Professional

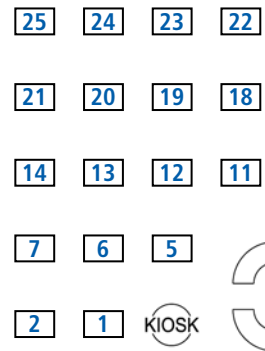
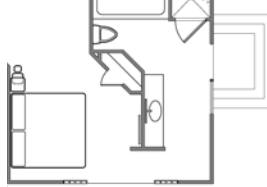
“ Earning the designation requires one to not only have a general background in IT, but also know the ins-and-outs of the hospitality infrastructure. With the CHTP, I am immediately identified as the one with the know-how.”

*Doug McCurdy, CHTP
Regional Director of IT, Four Seasons Resort*

Learn more at www.hftp.org



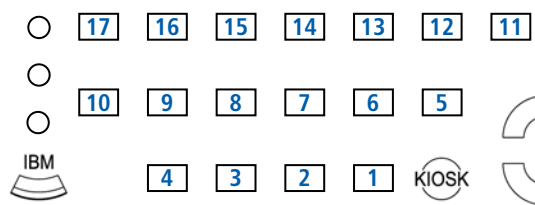
Pavilion Map



Key:

Kiosks 1 – 8 are displays of additional technologies not found in the room.

Kiosks 9 – 25 represent the technologies in the room and is where you can meet with the technologies' representatives and inventors.



No.	Product	Company	Desc.
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20	The evo system™	Vantage Point	p. 18
21	OLED Digital TV	Sony Electronics, Inc.	p. 19
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24	Near-field Technology-based Keyless Opener	IBM	p. 15
25	Empty Food Tray Detection System	Axxess Industries, Inc.	p. 14

1.

Zigbee Protocol as Demonstrated with Quantum RFID Lock

SAFLOK by Kaba

1950 Austin Dr
Troy, MI 48083

Zigbee Protocol offers the ideal solution for hoteliers wanting the ultimate in security and operational efficiency. Its ergonomic design requires users only to present their keycards or tokens to the lock reader to gain access. Staff keycards carry audit information from the lock. With multiple locking options (mortise, cylindrical latch, European mortise, panic bar) and a contactless card reader, the 790 can secure every door in the hotel such as entrances, exits, amenities, conference rooms, offices, storerooms and more. When combined with ILCO's Next Generation FDU, the 790 lock functions as a completely standalone unit. No dedicated computer is required. It also comes standard with mechanical key override and an automatic deadbolt.



2.

IRIS Personal Valet

IRIS Software Solutions

The Barn
Cow Ln
Bushey, Herta WD23 3EL
United Kingdom
www.iris-ss.com



IRIS Personal Valet is an in-room, handheld, wireless, touch-screen device that enables guests to interactively use and access hotel services. The IRIS system brings together a multilingual platform that allows hotel guests and staff to communicate to each other in any language. The IRIS software has connectivity to PMS systems, in room BMS control networks and other third party service vendors to provide room service, guest service and other external information to hotel guests. It can replace all the printed material in the guestroom and streamline communication with hotel staff.



Notify

eTelemetry

41 Old Solomons Island Rd, Ste 202
Annapolis, MD 21401
(888) 266-6513
www.etelemetry.com



Manages hotel guest Internet access speeds and provides the ability to market premium bandwidth tiers, corporate promotions, and hotel services inside guest web browsers as they access the Internet.



Pervasive Self-Service Demonstration

IBM

1200 5th Ave
Seattle, WA 98101
(206) 587-6602
www.ibm.com/industries/travel

Illustrating IBM's multi-channel self-service platform, which uses common business logic to service multiple self-service devices, the Pervasive Self-Service demonstration shows a Cisco IP phone in the guestroom and an IBM kiosk in the lobby, both offering restaurant and spa reservations. In addition, the IP phone also offers guestroom temperature controls and the kiosk uniquely supports hotel check-in. The multi-function platform can also support functions like room service, valet service, event ticketing and airline check-in. Guestroom controls can be expanded as part of a larger intelligent energy/connected real estate opportunity, and channels can incorporate the Internet, mobile devices and IPTV.

5.

ZoneFlex Smart Wi-Fi LAN

Ruckus Wireless

880 West Maude Ave, Ste 101
Sunnyvale, CA 94085
(650) 265-4200
info@ruckuswireless.com
www.ruckuswireless.com



Ruckus Wireless' ZoneFlex Smart Wi-Fi LAN, built for medium and large-scale hotels, extends Wi-Fi signal coverage two to four times than that of any conventional wireless LAN system. It combines state-of-the-art Smart Wi-Fi technology that can automatically adapt to real-time interference problems with Smart meshing, which reduces deployment cost and complexity by eliminating the requirement for hotels to run Ethernet cabling to every Wi-Fi access point. Plug Wi-Fi access points in where needed and walk away. The system is designed for simplicity and can be managed from a single point, allowing hoteliers to deploy a robust Wi-Fi system for half the cost, in half the time and with three times the performance of conventional Wi-Fi systems.

6.

Bath-O-Matic

Unique Automation Ltd

12-14 Orion Business Centre
Surrey Canal Rd
London SE14 5RT
United Kingdom
020 7740 3910
info@bathomatic.com
www.bathomatic.com



Bath-O-Matic is an automatic digital bath filler and temperature control, which can be operated via a wall-mounted touch-control panel or via a LAN or automation system. Microprocessor controlled, it fills a tub to exact depth and temperature requirements regardless of the temperature and pressure of the incoming water. It maintains water temperature, and adds oils/bubbles as required. It is suitable for installation to any new or existing bath. Hoteliers can offer a customized bath-filling service from reception or guests can run their own bath. Controlled filling has the benefits of preventing possible flooding and scalding, while saving energy and water.



Lorica Room Center

Lorica Solutions

500 Brisbane Building
403 Main St
Buffalo, New York 14203
1-877-4-LORICA
info@loricasolutions.com
www.loricasolutions.com



The Lorica network infrastructure, powered by the Lorica Room Center, is a truly converged hotel IP network solution addressing hardware, software, wiring management and support. Using a “single pipe” to the room, the Lorica Room Center acts as a communications hub, delivering wired and wireless HSIA; managing all in-room devices from electronic locks and safes to minibars and in-room climate control; connecting and powering IP phones; and delivering content for PPV and VOD/IPTV. All applications on the Lorica network are managed and monitored 24/7 by Lorica’s network operations center and help desk.



Roomlinx Media and Entertainment System

Roomlinx, Inc.

2150 West 6th Ave, Ste H
Broomfield, CO 80020
(303) 544-1111
info@roomlinx.com
www.roomlinx.com



Roomlinx is redefining the guest experience by providing in-room access to media, entertainment, concierge services and office-suite tools through flat-panel television, proprietary media console and software. Roomlinx delivers customized hotel, local and travel information, unique HD on demand content, music, iPod connectivity, games, HSIA, business tools and more. These features drive brand differentiation and are accessed via a user-friendly interface displayed on an HD television using a wireless keyboard or remote control. Roomlinx also provides a unique marketing platform for revenue generation through ad partnerships, e-commerce and VOD options.



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