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THE EVOLUTION OF GUESTROOM 2010

The story behind the exhibit's conception, design and technology selection

The guestroom experience has changed dramatically over the years. Today, it takes more than signs advertising air-conditioned rooms and free cable TV to set one hotel apart from its competitor. Hotel companies are progressively incorporating modern technology into their rooms to provide guests with comforts and conveniences. Several companies choose to seek out risky ideas, which if successful, will place their company on the cutting edge. Others feel it is first necessary to develop empirical data for stockholders and provide them with supporting evidence to spend technology dollars. The convergence of many of these ideas is at the Hospitality Industry Technology Exposition and Conference (HITEC®), one of the oldest technology conferences in existence, produced annually by Hospitality Financial and Technology Professionals (HFTP®). This four-day conference hosts industry professionals from around the world who gather for education and a tradeshow featuring technologies from more than 350 companies.

The Birth of GUESTROOM 2010

The concept of building a hotel room prototype — GUESTROOM 2010 — is based on an idea presented by Bob Bennett, an HFTP International Hospitality Technology Hall of Fame Inductee, and embraced by the 2006 HITEC Advisory Council. The idea was presented to HFTP's Board of Directors via 2006 President Ralph Miller, CA,

CBV, CHA, CHAE and 2006 Secretary Jules Sieburgh, CHTP. Since HFTP's primary goal is to be the global source of information for hospitality finance and technology, the board felt it was a valid and necessary undertaking. Due to the sheer enormity of building this project in such a short period of time, the board understood that it would be costly. They also knew that convincing companies to become sponsors would not be an easy task. Most corporations would not commit dollars if they couldn't have a say in what technologies were selected for the room. So, as a commitment to the industry, the HFTP Board of Directors approved an amended 2006 budget of a \$100,000 U.S. net loss to pay for the project. Ultimately, HFTP's investment in GUESTROOM 2010 will have a street value that's more than \$250,000 U.S., and the companies participating in this venture will have a combined investment equal to that amount or more.

Once the GUESTROOM 2010 project was announced, HFTP had a large number of companies interested in becoming sponsors. But, in order to maintain an arms-length relationship between applicants and sponsor control, most of these sponsorship requests were refused. Thankfully, IBM offered their support with no strings attached and became the exclusive patron sponsor of GUESTROOM 2010. HFTP was also fortunate to have two print media sponsors to help with the initiative, *Hospitality Upgrade* and *LODGING*

magazines. HFTP is extremely grateful to all three sponsors who helped provide the industry with an unbiased GUESTROOM 2010. As of press time, even the sponsors have not been provided with a complete list of the companies participating in the model guestroom and pavilion.

Search for Future Technologies

In January 2006, HFTP began a global search for existing, cutting edge and future technologies to be included in GUESTROOM 2010. The response far exceeded what HFTP had expected, and a large number of technology applications were received from all over the world. A distinguished subcommittee of the 2006 HITEC Advisory Council was formed by 2006 HITEC Advisory Council Chair, Carol Campbell Beggs, CHTP. In addition to Bennett and Sieburgh, she also appointed Brian Garavuso, CHTP; Richard Siegel; and Frank Wolfe, CAE. This committee tirelessly reviewed applications, conducted interviews with potential technology providers and provided direction to the HFTP staff. The applications they selected, as well as research gathered from a variety of industry and non-industry sources, created a list of futuristic ideas that were sought for the project.

The Unique Space Design of GUESTROOM 2010

In addition to finding the technologies to include, the committee also felt it should have input on the space design of GUESTROOM 2010. After a series of discussions and interviews with frequent travelers, Wolfe and an Austin-area architect, Danny Smith, AIA, developed sketches for the space design of 2010. Once developed, these sketches were not only presented to the GUESTROOM 2010 Committee, but also to a select group of frequent travelers.

The resulting sketch became the footprint of GUESTROOM 2010 (see page 12).

This footprint contains some unusual living areas compared to most of today's hotel rooms. For example, the frequent traveler group indicated they did not like hotel delivery staff (room service and bellman) passing by their bathroom when they entered their room — so GUESTROOM 2010 features the bathroom in the back of the space. The frequent travelers also expressed they preferred natural light in the bathroom, making it easier to wake up and adjust to jet lag. In response, GUESTROOM 2010 features large windows and technology that enables the windows to be curtain-free while still offering guests privacy. In addition, many female road warriors told HFTP they did not like that guests or hotel personnel could see into their private living quarters — so GUESTROOM 2010 features a wall full of light that blocks the view.

What's on Display

The in-depth selection process generated a final list of more than 55 technologies that are featured in GUESTROOM 2010 and its accompanying pavilion. The model guestroom showcases the industry's most innovative technologies. Surprisingly, only a few of the technologies displayed in the exhibit are purely conceptual, while a majority is capable of installation within 90 days. HFTP expects GUESTROOM 2010 will serve as an important reference for the industry as hotel companies implement more technologies into their guestrooms of tomorrow.

HFTP would like to thank the patron sponsor of GUESTROOM 2010, IBM, as well as the print media sponsors, *Hospitality Upgrade* and *LODGING* magazines, for their support.

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Sonesta International Hotels Corp.

-and-

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A TOUR OF GUESTROOM 2010

The technology Selection Committee highlights the room's technology and discusses how it will impact the industry



Carol Campbell Beggs, CHTP

VP, Technology
Sonesta International Hotels Corp.
2006 HITEC Advisory Council Chair

“The bathroom is perhaps the last place you would think of as being the home to cutting edge technology, but GUESTROOM 2010 showcases some very creative products that save energy, water and labor — all while pampering the guest. This is especially important as energy, utility and labor costs continue to increase. Look at the **EcoPower Faucet** (pg. 22) and the **NEOREST 600** (pg. 23) on display in the guestroom for great examples of ‘green’ technologies.

The trend toward high-end ‘retreat’ bathrooms continues with the introduction of clever technologies that can do everything from set a mood with color changes to guaranteeing the whole room is always sparkling clean, like the **Shower-Shower™ Automatic Cleaning System** (pg. 24). For those who can’t live without their TV fix, the TV moves into the mirror, into the shower or even into the tub, see the **Aquavision Waterproof LCD TV** (pg. 24) in GUESTROOM 2010’s shower. While we’re not encouraging viewers of GUESTROOM 2010 to stop for a quick shower or a leisurely soak, we are sure that you’ll want to.”



Bob Bennett

Chief Information Officer
Ginn Clubs & Resorts

“GUESTROOM 2010’s **FP Sound-Focusing Speakers** from Sound-Tube Entertainment (pg. 19) can be incorporated into the design of a guestroom or public space to both provide sound and reduce sound. If you want to have a great home theater audio experience in the guestroom to accompany an investment in a large HD display, but you don’t want to have the sound travel through the walls to the room next door, these speakers could be the answer. Conversely, if your guestroom is subject to outside noises beyond your control, these speakers, coupled with white noise technology, can create quiet zones over a desk or a bed for superior guest enjoyment.





Guests now have an expectation for HD equipment in the guestroom. Unfortunately, getting HD programming to a guestroom can be difficult with in-place agreements, wiring and VOD systems. The **HD-A1 HD DVD Player** (pg. 16) gives a hotel the opportunity to immediately offer stunning HD services in a guestroom without the investment in new wiring or contracts. Guests are familiar with the operation of a DVD player and the hotel can decide to add the units to all rooms or just a portion at a time. New HD DVD titles are being released monthly.

LCD HDTVs are preferred by many over plasma because they are lighter, thinner, generate less heat and use less power. But until recently, it was hard to find an LCD HDTV at 45 inches or larger. The 45-inch **Widescreen AQUOS® LCD TV** (pg. 17) on display in GUESTROOM 2010 represents a new option for the hotel room that may be a better choice for many operators. Sharp also makes a 65-inch LCD TV with even higher resolution – 1080P.”



Brian P. Garavuso, CHTP

Chief Information Officer
Hilton Grand Vacations Company

“Digital entertainment is one of the fastest growing technologies. We are all spending more and more time in front of our computers, video games and entertainment systems. I believe ergonomic devices will continue to emerge as our guests

want the most comfortable environment, and the **Nethrone** (pg. 27) on display in GUESTROOM 2010 is an excellent example.

The **Westinghouse Microwave with UPC Barcode Scanning Wand** (pg. 32) in GUESTROOM 2010 is really the first step in intelligent cooking devices. When you put an item in this microwave, a scanning wand is used to read the UPC code, which then automatically sets the temperature and cooking time. In the future these devices will automatically identify the item and properly cook it.



Biometric systems have been featured in sci-fi for years and are now emerging in the hospitality industry. Using IBM’s **Biometric Self Service Check-in** (pg. 14), you will have a chance to have your iris scanned and actually use biometrics to gain entry into GUESTROOM 2010. According to IBM, other types of biometrics are being tested for widespread use such as sniff technology, body odor, vein scan, facial thermograph, skin patterns, gait recognition, palm/finger and vein geometry where the hand is scanned without touching.”



Jules A. Sieburgh, CHTP

President
JSI Consulting

“Convergence is taking place with various technologies at a very rapid pace. Many of us have struggled with a variety of remotes in our homes, and in our guestrooms we face the same challenges. The **Guestroom Digital Assistant (GDA-700™)** (pg. 19) on display is a step

toward what should be even further consolidation and simplification of guest controls. Who knows... one day this may only require voice commands.

For years we have known about photochromic lenses for eye glasses that would change from light to dark depending on the amount of ultraviolet light they are exposed to. Now this technology is available in the form of variable tint laminations, which allows any kind of glass to be switched from clear to privacy. Take a look at GUESTROOM 2010’s **Switchable Privacy Glass** (pg. 25) for a fine example. Imagine the benefits in terms of safety/security, privacy, energy management, comfort, as well as ambience.



When we are finished talking to our Guestroom Digital Assistant to create the comforts of the room, we can address IBM’s **In-Room Virtual Video Valet** (pg. 28) to select from video choices, such as live concierge services or a variety of conference options. This should not be far from being able to connect to one’s home to tuck the children in to bed. Here again we are seeing steps toward convergence of the many guestroom technologies.”



Richard Siegel

President/Publisher
Hospitality Upgrade Magazine

“How many times have you checked into your hotel room and noticed the artwork? And when you did, how often was it a serene scene of the country farm house? In GUESTROOM 2010, you will see artwork that can change with your mood. This could be a

great amenity for those hotels that offer popular honeymoon packages, don’t you agree? Through the **LUX-HDA™** (pg. 18), a high-definition display shows how art in the hotel room can be customizable, from hues and tones to tempo. This might change angry people into happy people when they return to their room.

When I am on the road, I have often hit the snooze button one too many times, or even worse, turned off the alarm, rolled over, and slept right through an important meeting. In GUESTROOM 2010, the **Clocky™** (pg. 29) alarm clock from nanda nanda LLC will never let this happen. Even on those mornings when you want to take a fist to the alarm to get a bit more sleep, Clocky simply won’t allow you. After all, how can you smash an alarm clock that runs away and hides from you?



Let's face it. The one thing in any hotel room in the world that we know every guest will utilize is the bed. Ever since Westin Hotels & Resorts came out with the Heavenly Bed®, the hotel industry has continually tried to offer the perfect bed for guests. This was the one area that technology didn't impact, right? Wrong. GUESTROOM 2010 showcases AMMIQUE®'s **21st Century Bed Technology** (pg. 20). This bed not only addresses comfort, but also hygiene, airflow and adaptability. Maybe the sensation of floating on air is already here!"



Frank I. Wolfe, CAE

Chief Executive Officer
HFTP

"GUESTROOM 2010 features some robotic technology that may seem old and whimsical at first glance, but visitors should look again. The **Robosapien V2** (pg. 26) recognizes color, speaks 160 different words, and it can sit, bend over, lie down and pick itself

up. Accompanied by its **Robopet™** (pg. 26) that has amazing functions of its own, Robosapien is a real working robot whose 'grandchildren' will have jobs in our industry.

Also featured in GUESTROOM 2010 are working examples of cleaning robots, the **Scooba™** (pg. 25) and the **Roomba®** (pg. 30) scheduler. Both of these consumer models are the latest versions being introduced this winter. They can already do almost everything that a product developed for a hotel would need to do. I predict they will have a big impact on our industry. Perhaps we will see a commercial version of the Roomba that wakes

itself up, leaves its charger, and vacuums and cleans the room. Then, using RFID technology, it opens the utility closet door, cleans the hotel hallway, gets on the elevator to the next floor, and repeats the process. As it nears the end of its charge, the robot might take itself back to its charger and re-charge itself for the next day.

Our robot research found working prototype models of 'guide' bots that can take guests from the front desk to their room, serve as a jockey in horse races and restock routine supplies. An excellent example of a working robot is the **RoboBar™** (pg. 38), which is on display in the Pavilion. This robotic bar is installed in a few casinos and one cruise liner. RoboBar can mix drinks for guests at a material cost savings of 20 percent due to a lack of mis-pours. The robot costs about 30 cents an hour to operate, can provide up-to-the-minute inventory and only needs a smoke break about once every 60,000 working hours.

One of the things that visitors might find unusual in the bathroom is the **Fabric Freshener** by Whirlpool® (pg. 21). At first glance it seems that it is nothing but a plastic garment bag. Since I spend a lot of time on the road, I am hoping that an entrepreneur will figure out how to integrate one of these with a hotel closet so I can hang up my clothes regardless of my arrival time, 'turn on my closet' and when I wake up, I have clean-smelling, wrinkle-free clothes. I'd gladly pay a few extra dollars for the amenity."



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3	MediaHub™	TeleAdapt Inc.	p. 15
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5	HP Photosmart A716 Compact Photo Printer	Hewlett-Packard Company	p. 16
6	HD-A1 HD DVD Player	Toshiba America Consumer Products, LLC	p. 16
7	Widescreen AQUOS® LCD TV	Sharp Electronics Corporation	p. 17
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29	Cisco Systems/Nevotek VIP-Suite	Nevotek	p. 28
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32	Clocky™	nanda nanda LLC	p. 29
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35	High-Definition IPTV Free-to-Guest Svcs	Guest-Tek Interactive Entertainment	p. 31
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37	Westinghouse Microwave with UPC Barcode Scanning Wand	Westinghouse	p. 32
38	Tassimo™ Machine	TASSIMO	p. 32

GUESTROOM 2010 TECHNOLOGY LISTING

1

Biometric Self Service Check-in

IBM Corporation

1200 5th Ave
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jshaino@us.ibm.com
www.ibm.com/industries/travel

IBM is a leading provider of innovative hospitality self-service solutions, which today are a key component of the travel experience as much as airline self-service. As a glimpse into the future, see self-service in action using biometric technology for access control. Instead of keycards, an iris image, unique to each guest, can be captured at the self-service kiosk during the check-in transaction. This will be used to control entry into guestrooms and other hotel areas. In addition, guests can use iris recognition technology to authenticate themselves and pay for on-property services.

2

AnyFill™

TeleAdapt Inc.

1315 Greg St, Ste 110
Sparks, NV 89431
(775) 355-8585
info@teleadapt.com
www.teleadapt.com

Intelligent charger reads battery type and current levels to recharge the battery accordingly. Charges 90 percent of rechargeable batteries used in personal mobile devices and provides a full charge in less than 20 minutes. Simple operation directed by voice or LED walks user through the process. System automatically ejects battery upon completion of full charge. The AnyFill is designed for devices that do not require back-up battery operation when the device's battery is removed for charging. This device is approved for international use.



3

MediaHub™

TeleAdapt Inc.

1315 Greg St, Ste 110
Sparks, NV 89431
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info@teleadapt.com
www.teleadapt.com

TeleAdapt's MediaHub allows for simple relocation of most common audio/video connection ports to a more convenient area. Guests bring portable computing, audio, video and gaming devices with them on business and leisure travel. Guests can take full advantage of in-room entertainment systems with a simple connection hub for iPods®, MP3 players, DVD players, PlayStation®, Xbox®, laptop video output, digital and video cameras, without rewiring a guestroom. With the MediaHub, guests can plug-and-play through the IRES without disconnecting any of the current cabling setup, avoiding engineering calls for disconnected A/V cables or damaged connectors and plugs.



Personal Devices & Presets/Device Dock

4

Teledex iPhone IP/ Hybrid

TELEDEx LLC

6311 San Ignacio Ave
San Jose, CA 95119
(408) 363-3100
sales@teledex.com
www.teledex.com



Teledex iPhone is a SIP-based VoIP telephone that incorporates a 5.6-inch color touchscreen into a guestroom phone. iPhone is configurable as either a pure SIP phone or as an analog/IP hybrid, where the voice remains in the analog domain, and data to the display portion of the phone is supplied by an available IP network. The broadband network can be any of multiple available technologies, including Ethernet, VDSL and wireless. If, at a future point, a property or operating company wishes to upgrade their voice services to VoIP, the iPhone Hybrids can convert to pure SIP VoIP phones with a firmware upgrade.

Phone/VoIP Device

5

HP Photosmart A716 Compact Photo Printer

Hewlett-Packard Company

3000 Hanover St
Palo Alto, CA 94304-1185
(650) 857-1501
www.hp.com



The HP Photosmart allows users to print photos without being connected to a PC, in sizes from wallet to 5-by-7 inches and 4-by-12 inch panorama photos or stickers. Automatically remove red-eye and choose from 140 creative elements using the 2.5-inch image display. Store up to 4,000 photos in the printer's internal 4 GB memory. This printer is small, lightweight and portable. An optional rechargeable battery prints up to 75 photos per charge. Photos dry instantly and resist water and smudging when printed using HP Vivera inks and HP Advanced photo paper. Users can view photos and video clips on TV using a remote.

6

HD-A1 HD DVD Player

Toshiba America Consumer Products, LLC

Wayne, NJ
www.tacp.toshiba.com



The HD-A1 HD DVD player delivers outstanding resolution, bright, vivid colors, and stunning sound from the next-generation DVD standard adopted by the DVD Forum. The HD-A1 is backward compatible with standard DVDs and allows guests to enjoy their existing collection. The HD-A1 offers video up-conversion via the HDMI interface, which scales the standard DVD video to an output resolution of 720p or 1080i, matching the output to the resolution of the existing HDTV. With built-in multi-channel decoders for Dolby® Digital, Dolby Digital Plus, Dolby TrueHD (2 ch), DTS and DTS-HD, the HD-A1 brings improved fidelity and sonic realism to movie soundtracks.

7

Widescreen AQUOS® LCD TV

Sharp Electronics Corporation

Sharp Plaza
Mahwah, NJ 07430
(201) 529-8200
www.sharppusa.com



Sharp's 45 inch next-generation widescreen HDTV has a 16 to 9 aspect ratio, resolution of 1920-by-1080 and vivid color purity, allowing movies to be seen as the director originally intended. Sharp's proprietary Advanced Super View/Black TFT panel provides high brightness, an 800 to 1 contrast ratio, and wide viewing angles. With a fully-integrated HDTV tuner and CableCARD™ compatibility, guests can plug-and-play with a CableCARD™ from an HDTV-capable cable-TV system provider, without requiring a separate cable box. The unit can be wall mounted and also features detachable speakers. Other features include: TV Guide On Screen® electronic program guide, HDMI, DVI-I and 2 HD component video inputs, as well as Sharp's proprietary Quick Shoot video circuit, which enables a fast response time of less than 12 milliseconds. A 65-inch version of this model is also made, which is the largest commercially available in the world.

8

OSIM® iSymphonic® Massage Chair

Brookstone

One Innovation Way
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corporatesales@brookstone.com
www.brookstone.com



The OSIM iSymphonic is the world's first massage chair to provide synchronized massage and music therapy. Guests relax in a sumptuous recliner and receive a full-body therapeutic massage. They can slip their favorite classical, blues, rock or jazz CD into the chair's built-in CD player. Using patented advanced infrared body scanning technology, the OSIM iSymphonic massage recliner creates a custom massage by synchronizing to the music. The OSIM iSymphonic Massage Chair combines massage and music therapy for greater health benefits. With OSIM iSymphonic, the music relaxes the mind, the mind relaxes the body, and the body becomes more receptive to the healing benefits of massage.

9

LUX-HDA™ *(patent pending)***LUX Art & Design**

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



LUX-HDA™ is customized high-definition artwork for continuous display on flat screen plasma and LCD monitors. The proprietary creative process merges traditional art techniques with advanced HD technology. The HD resolution includes detailed surface textures of original artwork and the color calibration system ensures that colors and hues are true to the original. The content is customizable, from hues and tones to tempo, and can be tailored to fit different design palettes. LUX-HDA includes evoart™, or art that moves through stages in a fluid sequence of intricate transitions; luminations; film-generated art; and lightscapes, live action visuals. LUX-HDA pieces are suitable for guestrooms, as well as large format display across multiple screens.

10

Philips Ambilight FlatTV**Philips Consumer Electronics**

64 Perimeter Center E
 Atlanta, GA 30342
 www.bds.philips.com



Philips Ambilight FlatTV takes television viewing to the next level. By matching onscreen colors and projecting colors behind the set, Ambilight immerses viewers in the action, reduces eye strain and widens the perceived size of the picture. For customization, guests can select the active mode where the software determines the color of the light or can choose from a color palette to have the ambient light personalized to their tastes.

11

FP Sound-Focusing Speakers

SoundTube Entertainment, Inc.

6430 North Business Park Loop
Park City, UT 84098
(435) 647-9555
www.soundtube.com



The SoundTube FP6020 incorporates patented Dual-Parabolic™ dome technology that provides contained music and messaging. Dual-Parabolic technology directs high-performance sound — music, messaging, broadcast audio and sound effects — to an exact spot. With sound waves projected into the dome, SoundTube's technology reflects sound waves from the upper registers of the frequency spectrum directly beneath the dome. The SoundTube FP6020 provides tight coverage, wide-range stereo sound and true audio containment, usable where contained high-fidelity stereo or mono sound is required, but visual impact must be minimized.

Movie/Gaming/Sound System

12

Guestroom Digital Assistant (GDA-700™)

INNCOM international, inc.

277 West Main St
Niantic, CT 06357
(860) 739-4468
solutions@inncom.com
www.inncom.com



INNCOM's Guestroom Digital Assistant (GDA-700) is an integrated guestroom control device. The GDA-700 features a multi-functional tabletop console with a full-color touchscreen guest interface that controls climate, lighting, drapes, alarm clock, digital radio and a two-line speakerphone. Additional features include full energy management functionality, guest services information and communications, automated CRM monitoring, staff reporting functions and voice annunciation. When equipped with a built-in Ethernet hub, the unit provides the ability to connect a laptop to the Internet and can also be configured for use as a wireless portal. The GDA-700 replaces multiple guestroom devices with a single multi-functional unit.

Console

13

AMMIQUE® — 21st Century Bed Technology

Ammique Ltd

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



Developed and created in the United Kingdom, the AMMIQUE® technology is a patented body suspension system. The AMMIQUE® bed's multi-component system, with its unique use of tension springs, provides a sleeping surface which contours inch by inch to the natural curves of the moving body instantaneously — regardless of the body's weight or shape. The bed ensures that the body's musculo-skeletal structure is supported in the correct position for sleep. The AMMIQUE is a radical departure from existing bed technologies and has been engineered specifically with long term, consistent support and comfort, hygiene, airflow and adaptability factored into the design.

14

3D Display

deepLight™

766 Lakefield Rd, Ste D
Westlake Village, CA 91361
(805) 231-9997
csyoon@deeplight.com
www.deeplight.com

deepLight's glasses-free, multi-view 3D technology brings new possibilities to the entertainment world. Ordinary TVs deliver 500 lines of resolution and most high-definition screens reach 1,050. The HD 3D hits 1,280+ lines, which means better picture quality than that of any TV available today, and all in a convincing impression of the third dimension. deepLight's screen allows multiple "blades" of video, enabling one screen to show different programs to different viewers, at the same time. deepLight's 3D display can also be used for 3D games, and it has backward compatibility with 2D standard television.

15

Fabric Freshener

Whirlpool®

www.whirlpool.com

The Fabric Freshener relaxes wrinkles and removes odors so guests don't need dry cleaning services. The Fabric Freshener is a portable appliance that operates without chemicals or detergents. With the touch of a button and in just over half an hour, clothes will smell fresh and be ready to wear again. Guests fill the cycle cup with water to the appropriate line: delicate, normal or heavy duty, place the cycle cup in the Fabric Freshener and push the on/off button. The device requires no plumbing or venting and has infrared sensors on the bottom for safety. Four LED lights indicate the stage of cleaning. The unit on display is Model LRF4001RY.



Guestroom Housekeeping Device

16

Séura Television Mirror: Enhanced Series EDTV

Séura, Inc.

1235 Parkview Rd
Green Bay, WI 54304
(920) 337-1922
contact@seura.com
www.seura.com

The Séura Television Mirror provides a crisp LCD image, but when it is turned off, a mirror remains without a hint of its technological applications. It fully integrates with cable, satellite, antenna, sound systems and DVD players, and is easily installed as either a recessed or surface-mount configuration. A leader in television mirrors, Séura technologies are some of the most innovative on the market with progressive audio visual features and contemporary designs.



Mirror and In-Mirror Features

17

Faucet Light

Hog Wild, LLC

221 SE Main
Portland, OR 97214
(888) 231-6465
Piglet@hogwildtoys.com
www.hogwildtoys.com



The Faucet Light turns an ordinary faucet into a streaming blue light source. Simply turn on the water and the internal pressure switch activates the light source. Turn off the water and the light goes off. Installs quickly and fits most standard faucets in U.S.A. Not recommended for faucets outside of the U.S.A. Patent pending #11/108,126.

18

EcoPower Faucet with Helix Spout

TOTO USA, Inc.

1155 Southern Rd
Morrow, GA 30260
www.totousa.com



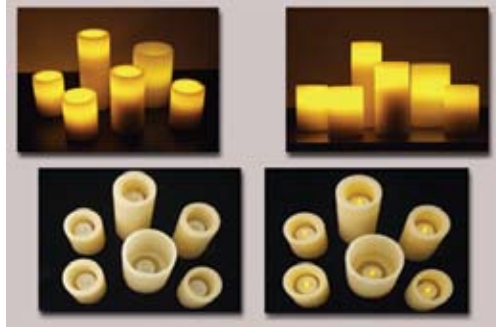
This chrome fitting generates its own electricity every time water spins its small internal turbine. Stored in a series of capacitors, this auto-generated electrical energy powers the faucet's operation. For periods of infrequent use, EcoPower's solid core manganese dioxide lithium battery serves as a back-up power source. With five uses per day, EcoPower's back-up battery life exceeds that of most sensor faucets, which rely on disposable batteries or require hardwiring to the electrical system. TOTO USA also provided the Nexus Vessel lavatory in the GUESTROOM 2010 display.

19

Remote Control Flame Free Candles

Flame Free Candles, Inc.

57500 Windham
Washington, MI 48094
(586) 781-8989
dmoore@flamefreecandles.com
www.flamefreecandles.com



With the touch of the remote's button, guests can have candle ambiance safely in the hotel room, restaurant, lobby or spa. The flameless wax candles are made of real wax. They look and smell like a real candle, however the inside of the candle contains electronics which provide a realistic flickering flame. Each candle kit comes with a wireless remote control to allow the guest or hotelier to turn on or off all candles. The remote works up to 100 feet away.

Lighting/Fixtures and Controls/Clocks

20

NEOREST 600

TOTO USA, Inc.

1155 Southern Rd
Morrow, GA 30260
www.totousa.com



Equipped with smart sensors, NEOREST's lid automatically opens whenever it is approached. When an individual rises from the seat, NEOREST's lid automatically closes and the NEOREST flushes. Through the wireless remote, the seat can automatically rise and a water-saving 1.2 GPF flush mode will engage. Its integrated washlet personal cleansing system is also operated by wireless remote. The seat provides gentle front-and-back aerated warm water spray, which can be regulated for preferred water pressure and temperature. Other features include: oscillating spray massage, heated seat, automatic catalytic air deodorizer and warm air dryer — all of which are governed by its energy saving mode.

Toilet/Bidet/Toilet Controls

21

The Shower-Shower™ Automatic Shower Cleaning System

Intelligent Consumer Products, Inc.

4638 E Mountain Vista Dr
Phoenix, AZ 85048
(480) 753-9394
info@i-c-p-inc.com
www.i-c-p-inc.com



The Shower-Shower automatic cleaning system eliminates the need for the manual cleaning of shower surfaces. A computer-controlled robotic arm sprays surfaces with a variety of water and cleaning solutions. The unit can be programmed to clean any shower regardless of shower shape or size. The product can be engineered or expanded to accommodate multiple showers. A wireless remote control feature is also available. The unit will not operate if the shower door is occupied or if the door is opened during operation.

22

Aquavision Waterproof LCD TV

Waterproof TV

256 Queen St S, Unit #2
Bolton, ON L7E 4T7
Canada
(866) 505-0554
mike@waterprooftv.ca
www.waterprooftv.ca



Aquavision televisions were originally designed for use in the bathroom; however, they regularly appear in kitchens, swimming pool and garden environments, spas, saunas, exercise, and living rooms. All units feature heated screen areas to prevent the front from misting up in humid conditions or freezing in cold conditions, and come standard in an "ice white" surround. The 10.4-inch, 15-inch, 17-inch and 23-inch units are also available in MirrorVision finish. The TV unit resembles a mirror when the screen is turned off, but the mirror becomes invisible when the screen is activated. The company also offers a towel warmer series that incorporates an Aquavision LCD TV with a MirrorVision panel built into a towel rail.

23

Scooba™ Floor Washing Robot

iRobot®

63 South Ave
Burlington, MA 01803
(781) 345-0200
info@irobot.com
www.irobot.com



The Scooba floor washing robot preps, washes, scrubs and dries floors all by itself. While regular mopping spreads dirt around, Scooba actually picks up the dirt so floors are cleaner. Scooba is safe to use on all sealed hardwood, tile and linoleum flooring. It cleans under furniture, tables and hard-to-reach places; cleans a standard-sized kitchen floor on a single tank; and is simple to operate: fill tank, press clean and empty tank when finished. Scooba features iRobot's AWARE robot intelligence systems. AWARE uses dozens of sensors to monitor the robot's environment, and adjusts its behavior up to 67 times per second, ensuring that Scooba cleans effectively, intelligently and safely.

24

Switchable Privacy Glass

Polytronix, Inc.

805 Alpha Dr
Richardson, TX 75081
(972) 238-7045
sales@polytronix.com
www.polytronix.com



Polyvision Switchable Privacy Glass is a laminated safety glass panel with liquid crystal interlayer that can be changed from translucent to transparent with the touch of an electrical switch. Glass changes from/to translucent to/from transparent in 100 milliseconds. Polyvision panels can be butt-joined and used in many areas such as the bathroom, conference room and a hospital. Glass life expectancy is more than 10 years. Only glass surface cleaner is required for maintenance.

25

Robosapien™ V2

WowWee Ltd.

(800) 310-3033

U.S.: taramala@aol.com

Outside U.S.: parkchestercon@aol.com

www.robosapienonline.com/



Standing at two feet tall, Robosapien V2 interacts with humans and fellow “Signature Series” robots (like the Robopet™) in surprisingly smart ways. Its blue LED eyes light up, blink, track movements with infrared sensors and recognize colors. Its vision, touch sensors and stereoscopic hearing help Robosapien V2 interact with the environment. The robot’s fluid motions and gestures feature walking, turning, lying down and getting up; and the robot has full-function arms with two types of grippers. With 67 pre-programmed functions, it can pick-up, throw, kick, dance, kung-fu and more. The Robosapien is fully programmable by remote control with up to 84 program steps and four program modes. Guests use the wireless IR controller to command him to perform.

26

Robopet™

WowWee Ltd.

(800) 310-3033

U.S.: taramala@aol.com

Outside U.S.: parkchestercon@aol.com

www.robopetonline.com



Robopet is a fusion of technology and personality. The robot comes alive with a combination of user-controlled movements and autonomous, free-roaming behaviors. Robopet features realistic, fluid, biomechanical movements, including walking, running, sitting, lying down and rolling over. It has IR vision to avoid obstacles and table edges; sonic sensors to respond to sounds; and motion sensors to respond to human movements. The Robopet is trainable and will learn to perform certain tricks more or less frequently than others. It emits digital animal sounds such as barking, whimpering, growling and panting, and responds to positive and negative reinforcement.

27

Nethrone

EMA Innovation, LLC

7945 W Sahara Ave, #106
Las Vegas, NV 89117
ema@nethrone.com
www.nethrone.com

The Nethrone is a personal digital entertainment environment engineered with comfort and style in mind. The space-efficient gaming and work environment can be adjusted with the unit's five electric actuators. The unit positions users in a cradle-like environment, complete with an adjustable reclining vibrating seat, keyboard/joystick, dual mouse position armrest, neck cushion and dual footrest position. Each unit is equipped with an adjustable monitor lift and tilt support, as well as frame support for a VGA box, Apple's Mac mini and Sony's PS2. Users can insert their units into a slot behind their LCD monitor.



Ergonomic Devices/Workout Machine

28

Bluetooth Virtual Keyboard

i.Tech Dynamic Limited

5/F Harbourfront Landmark
11 Wan Hoi Street
Hung Hom, Kowloon
Hong Kong
Enquiry_itech@hhr.com.hk
www.itechdynamic.com

The Bluetooth Virtual Keyboard projects an infrared image of a full-size QWERTY keyboard onto any flat surface. Users can then type on the virtual keys like a conventional keyboard. The unit is pocket-sized with adjustable sensitivity to suit varying typing styles. It has a battery capacity of up to 120 minutes of continuous typing and a detection rate of up to 400 characters per minute. It also works with compatible Bluetooth devices.



Video Displays/PCs

29

Cisco Systems/Nevotek VIP-Suite

Nevotek

387 Shuman Blvd, Ste 205W
Naperville, IL 60563
(630) 369-5531
sales@nevotek.com
www.nevotek.com



Nevotek's VIP-Suite application together with Cisco's VoIP infrastructure unifies communication lines, property management systems, room controls and other premise-based equipment into a converged environment. From the bedside phone, drapes can be opened or shut, room temperatures adjusted, the bathroom lights turned on or off, and wake-up calls set. Bringing these processes into one instrument, and managing them from one server, eliminates the use of multiple gadgets in the room, reducing operational costs and adding a revenue stream. The guest experience is enhanced by offering: weather, airline information, stock quotes, local maps, city guide, hotel guide and restaurant menus. Hotels can integrate preferred guest databases with the VIP-Suite to customize services to guests' preferences.

30

In-Room Virtual Video Valet

IBM Corporation

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



The In-Room Virtual Video Valet can be tailored to meet an individual customer's specific needs, as well as unique technical requirements. The current configuration allows hotel guests, sitting at their desk, to select from an option of video choices presented on the display, such as video information on events, live concierge services, business video conferences and home video conferences. The 20-inch monitor can be connected to a laptop and the user can participate in a picture-in-picture call (one picture is the laptop desktop while the other is In-Room Virtual Video Valet). The solution is presented as an in-room service; however, it can be set-up as a kiosk application, and made available in public locations around the hotel property.

31

CEIVA Digital Photo Displays

CEIVA Logic

214 E Magnolia Blvd
Burbank, CA 91502
(818) 562-1495
sales@ceiva.com
www.ceiva.com

CEIVA delivers and displays promotional content to registration areas, lobbies, restaurants, spas and guestrooms, in a vivid, continuous digital slideshow. CEIVA's patented technology allows hotels to update messages, photos or other content automatically from anywhere in the world. Each CEIVA photo display is an independent, dedicated device that automatically retrieves new promotional content and images via an analog phone line, broadband or Wi-Fi network connection. Content can be easily updated daily to individual or multiple displays at the same time. Units are available in wall mounted, desktop and customizable display styles and sizes.



Art

32

Clocky™

nanda nanda LLC

sales@clocky.net
www.clocky.net

Clocky™ (patent pending) is an alarm clock that runs away and hides. The alarm sounds, the guest presses snooze, and Clocky rolls off the bedside table, falls to the floor and wheels away, bumping into objects until it finds a spot to rest. When the alarm sounds again, the guest must awaken to search for the clock. Clocky alarm clocks were designed to re-interpret the alarm clock into something that is amusing and a better fit between humans and technology. The clock features wheels that allow for movement on carpet or wood and a motor off switch which gives guests the option to have Clocky stay put one morning.



Lighting/Fixtures and Controls/Clocks

33

Roomba® Vacuuming Robot

iRobot®

63 South Ave
Burlington, MA 01803
(781) 345-0200
info@irobot.com
www.irobot.com



Roomba is an intelligent and effective vacuuming robot for both carpeted and hard floors. Its compact shape allows it to clean under beds and other furniture, making it more efficient than standard uprights. All Roomba vacuuming robots feature iRobot's unique AWARE™ robot intelligence systems. AWARE uses dozens of sensors to monitor Roomba's environment, and adjusts Roomba's behavior up to 67 times per second, ensuring that Roomba cleans effectively, intelligently and safely. The Roomba has a built-in scheduling system that can program up to seven cleaning times, starting from and returning back to its charger on its own. It also features a bagless debris collection system, virtual wall sensors, automatic surface transitioning and an automatic stair avoidance system.

34

Biometric Safe

Safelace Ltd. Partnership

Kibbutz Hatzor
60970 Israel
972 88579579
sales@safelace.co.il
www.safelace.co.il



The guest's fingerprint is the key to lock and unlock the safe. The safe memorizes the guest's fingerprint and then allows the safe to be locked. When the safe is locked, only the fingerprint that locked the safe will unlock the safe.

35

High-Definition IPTV Free-to-Guest Services

Guest-Tek Interactive Entertainment

Ste 240, 3030 3rd Ave NE
 Calgary, AB T2A 6T7
 Canada
 (866) 509-1010
 info@guest-tek.com
 www.guest-tek.com

Guest-Tek, in partnership with Tangerine Global, delivers high picture quality by distributing digital HD television signals throughout the hotel over the IP network. The signal does not degrade as it travels through the network, which ensures a consistent high-quality picture in every location in the hotel. The solution is able to provide access to the widest range of content due to the encryption and digital rights management capabilities that meet or exceed the requirements set for standard and premium channels and content.

Televisions/Television Services

36

Thermoelectric Refrigerator

Avanti Products

10880 Northwest 30th St
 Miami, FL 33172
 www.avantiproducs.com



The Thermoelectric Refrigerator has ultra quiet operation through a non-compressor system and it is almost half the weight of similar size compressor-type refrigerators at 27 pounds. The unit also features new technology that holds temperatures up to 40° F below ambient. The refrigerator has an auto defrost, a reversible door and the convenient door rack holds a 2-liter bottle. The unit on display is Model EC15W-1.

Minibar/Refrigerator

37

Westinghouse Microwave with UPC Barcode Scanning Wand

Westinghouse

(888) 889-0899, Option 1
www.esalton.com



The microwave oven's built-in intelligence reads package barcodes for fast microwave cooking. Use the oven's scanning wand to swipe the barcode and the microwave oven is programmed to the right power level and cooking time. The oven's display window shows the cooking time and prompts to perform the steps indicated on the package, such as start or stir. The oven also has a learning function. When a barcode is scanned that is not already in the oven's database, the learn function will manually enter and save the required cooking program to the oven's database. The unit on display is Model WST3506SB.

38

Tassimo™ Machine

TASSIMO

www.tassimodirect.com

The Tassimo machine is a one-cup system that works with Tassimo T DISCS. Each T DISC features a barcode with unique information to tell the machine the size of the drink, the amount of water required, its optimal temperature and how long to brew it. All the brewing happens inside the T DISC, keeping the machine clean and ready to use. Guests insert a T DISC and press a button. The system features: an adjustable cup stand that accommodates various cup sizes, dishwasher-safe movable parts, the capability to customize the strength of each beverage to taste and a large removable 68-ounce water tank.



Raise your professional worth and
gain your colleagues' respect ...



CHTP

Earn a Certified Hospitality Technology Professional Designation

The Certified Hospitality Technology Professional program is recognized as THE symbol of achievement for hospitality technology.

Acknowledged worldwide, Hospitality Financial and Technology Professionals has awarded the CHTP designations to individuals around the globe.

The certification elevates the professionalism of both the recipient and the industry by helping set standards for the field.

Professionals with a CHTP designation are viewed as dedicated and sought-after employees quickly rising to the top of their profession.

"A CHTP designee goes far beyond the role of technology generalist. They are not technology people working in the hospitality industry, but rather hospitality professionals trained and dedicated to the use of technology as a business enabler."

Steve D'Erasmus, CHTP
Director of Applications
Ginn Clubs & Resorts



Visit WWW.HFTP.ORG
for information.

PAVILION 2010 FOOTPRINT



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PAVILION TECHNOLOGY LISTING

1

RF Proximity Hotel Lock

UCA, Inc.

610 Old Campbell Rd, Ste 100
Richardson, TX 75080
Jennie.yang@ibuttonlock.com
www.ibuttonlock.com

UCA's proximity lock technology uses standard formats from the Philips Corp. Since it uses radio frequency signals, it doesn't have a traditional keycard opening. It will reduce moisture to get into the power control box, making it suitable for external usage. Guests place their encoded key card near the room's door reader. The lock scans the keycard to ensure it is valid, unlocks the door and immediately relocks the door after the guest turns the door lever. The software has audit trail technology to see who accessed a door and when, and emergency, master, guest, temporary, maintenance, room service and cancellation cards can be made. Also, there is restricted access to which users can make certain cards.



2

Personal E-Room Concierge (PERC)

Global Business Center, Inc.

3123 NW Industrial St
Portland, OR 97210
(503) 416-7820
sales@gbcblue.com
www.gbcblue.com

The PERC is a fully functional, all-in-one guest computer system featuring a fully modifiable guestroom directory, charge-for-use Internet access, Microsoft Office Professional and other programs. Fully integrated with the hotel's property management system, the PERC serves as a state-of-the-art communication tool between the guest and the hotel. The PERC allows a unique means of delivering hotel content to the guest and enhances the guest experience by interactive one-on-one communication with different departments like room service and the concierge. Guests can explore the hotel, review restaurant menus, schedule a massage, request additional pillows and discover local attractions.



3

SpectraLink Dect System

SpectraLink

5755 Central Ave
Boulder, CO 80301
(303) 583-5335
rkent@spectralink.com
www.spectralink.com

SpectraLink Dect provides guests with the ability to communicate anywhere on the property. With a focus on quality, security and reliability, the SpectraLink Dect System gives hotels a cost-effective wireless voice and messaging solution. Unlike cellular, the SpectraLink Dect System provides guaranteed coverage in all areas of the hotel including elevators, stairwells, parking structures and meeting rooms. The Dect 4040 Wireless Telephone and Dect Wireless Server 3000 integrate with a hotel's existing PBX allowing for up to 1,525 users, multi-site roaming, re-routing of calls to cellular devices and PBX redundancy.



Phone/VoIP Device

4

Brondell Swash 800 High-Tech Toilet Seat

Brondell, Inc.

2183 Sutter St
San Francisco, CA 94115
(415) 315-9000
info@brondell.com
www.brondell.com

The Brondell Swash 800 toilet seat includes a warm water wash, adjustable heated seat, warm air dryer, power save function and a remote control which includes access to all the functions.



Toilet/Bidet/Toilet Controls

5

ZVOX Mini Single-Cabinet Surround Sound System

ZVOX Audio

59 Thomas Rd
Swampscott, MA 01907
(866) 367-9869
info@zvoxaudio.com
www.zvoxaudio.com



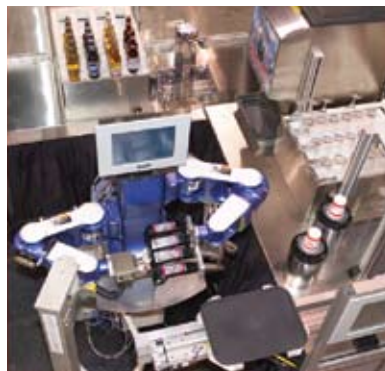
The ZVOX Mini is a surround sound system built into a small cabinet that contains three speakers, a powered subwoofer and PhaseCue virtual surround sound circuitry. The system connects to the audio output or headphone jack of a television with one connecting cord. The PhaseCue system creates a wide soundstage despite the Mini's small size and results in audio that can be heard clearly throughout the room. Because of its single cabinet design, the Mini fits into a variety of decors and can be secured against theft. Available in black, silver and white finishes, the Mini comes with connecting cords, power supply and remote control.

6

RoboBar™

Motoman

805 Liberty Ln
West Carrollton, OH 45449
(937) 847-6200
sally.fairchild@motoman.com
www.motoman.com



RoboBar is a self-contained robotic bar. The bartender is a dual-arm Motoman DA9IC robot. The two manipulator arms on this robot each have five axes of motion, and the base also rotates, allowing RoboBar to perform a wide range of operations. One arm is equipped with a simple parallel jaw gripper that handles cups, glasses and beer bottles. Up to eight dispensing guns are mounted on the other arm. Each gun can dispense up to 16 different ingredients, including liquors, mixes, juices and wines. The robot places multiple drinks onto a tray that shuttles in and out of the cell and a safety enclosure is included. Servers enter their drink orders using a graphics-based touchscreen interface.

7

FoneKey

FoneKey Inc.

101 Greenway Dr
 Farmingdale, NY 11735
 (508) 883-4722
 donmossman@hotmail.com
 www.fonekey.net

FoneKey implements next-generation improvisations in guestroom access, security, management, cost-efficiency and customer satisfaction. It integrates a network of guestroom paraphernalia, including the guestroom locking apparatus, with the hotel management application, and provides control of this network in a guest's mobile phone. The mobile phone eliminates the need for a physical key of any type to enter the room. Therefore, the guest can check in remotely from the airport or during a business meeting. The mobile phone functions as the guestroom key and controls the guestroom's TV, thermostat, lights, minibar and safe.



Access Control/Locking System

8

Pocket Concierge

Multi-Systems, Inc.

7600 North 15th St, Ste 250
 Phoenix, AZ 85020
 (602) 870-4200
 info@msisolutions.com
 www.msisolutions.com

Pocket Concierge allows the front desk to become mobile anywhere in the hotel within access point range. The technology can be used to check in groups remotely such as in the parking lot when greeting a tour bus or in the conference area for arriving attendees. Staff may also utilize the Pocket Concierge for creating guestroom keys, printing registration cards and folios, and retrieving guest messages. Maintenance and housekeeping staff benefit from mobile technology when inspecting rooms for current status and taking rooms off the market for repairs.



Front Desk Kiosk

9

Place Point

Multi-Systems, Inc.

7600 North 15th St, Ste 250
Phoenix, AZ 85020
(602) 870-4200
info@msisolutions.com
www.msisolutions.com

MSI's Place Point solution allows retail functionality at the front desk for sundries and in smaller

revenue outlets such as a lobby bar, pool bar or gift shop. Place Point has three hybrids, including: retail, self-service and mobile. The retail software is utilized in relaxed F&B environments, along with sundries and gift shops. The self-service module allows hotel guests to select menu items through touch screen technology and settle charges via a credit card or room key. The order is then sent to a remote printer in the kitchen area. The third module, mobile, utilizes Pocket PC technology and allows hotel staff to provide personalized service from virtually anywhere in the hotel.



10

Life Fitness 95Te E3 Integrated LCD Entertainment System

Life Fitness

5100 N River Rd
Schiller Park, IL 60176
(800) 634-8637
www.lifefitness.com

The Life Fitness 95Te E3 Integrated LCD Entertainment System features on its console: an FM radio tuner, a user language selection option, a custom workouts program and a secure channel for facility-provided video content. Powered by Intel® technology, the touchscreen controls allow for simple navigation between program options and workout data. The screen offers TV-quality video on a 12.1-inch viewing area (11-by-12 inches). Equipped with an integrated Philips tuner, the enhanced LCD console lets users listen to local FM radio stations via touchscreen controls and standard headphones.



11

DigiSuite Wireless RF Mesh Technology

Goodman Manufacturing

2550 N Loop W, Ste 400
Houston, TX 77092
(713) 263-5857
Dave.craven@goodmanmfg.com
www.goodmanmfg.com



Goodman Amana's DigiSmart PTAC/PTHP room air conditioning products are enhanced with technology accessories that provide the customer with an energy savings potential of up to 35 percent versus conventional systems. In addition, access to the PTAC/PTHP via wireless RF network for maintenance information, unit health and performance issues makes this a cost effective system. Hotel maintenance staff can self-install the components. The technology backbone is a 100 percent wireless spread-spectrum RF mesh 802.15.4.

12

HP Digital Entertainment Center

Hewlett-Packard Company

3000 Hanover St
Palo Alto, CA 94304-1185
(650) 857-1501
www.hp.com



Streamline the digital entertainment system with one space-saving device. Separate components such as the video recorder, DVD player, CD player, HDTV tuner and computer are not needed with the HP Digital Entertainment Center. The center gives instant access to live and recorded TV, movies, music, photos, home videos and the Web. Guests can also pause and replay live TV. Burn CDs or double-layer DVDs and create laser-etched labels with LightScribe direct disc labeling technology. Attach a device (i.e. iPod® or digital camera) and download/upload music or images through the Internet. Connect to a plasma or LCD TV for an HD experience.

13

Kiophone

Concierge Networks

2475 NorthWinds Pkwy, Ste 330
 Alpharetta, GA 30004
 (678) 802-5214
 c davidson@kiophone.com
 www.kiophone.com



The Kiophone is a user-friendly touchscreen device that promotes guest-centric content and branding while highlighting the amenities of the property and local area in each hotel room. The Kiophone enables the hotel guest to surf the Internet and send e-mails. It incorporates a modular jack-pack that allows guests such things as connecting their MP3 player to listen to their own music through the Kiophone's stereo speakers.

14

cStar's Vending Genie™ Hospitality

cStar Technologies Inc.

1-1122 Finch Ave W
 Toronto, ON M3J 3J5
 Canada
 (416) 739-8484
 info@cstartech.com
 www.cstartech.com



cStar Technologies has collaborated with NORTHWIND, a leading PMS solution provider, and Kaba, a leading room key card system/access control system provider, to showcase cashless vending. cStar's cashless vending solution, Vending Genie™ Hospitality, has been seamlessly integrated together with NORTHWIND's Maestro and Kaba's ATLAS to deliver innovative cashless vending in hotel environment. With cStar's technology seamlessly integrated to ATLAS and Maestro, the vending machines in a hotel become wirelessly connected, unattended POS terminals to the hotel PMS. This makes cashless vending possible including real-time guest card validation, credit check and posting of a vend transaction.

15

SmartScreen™ Electronic Privacy Glass

SPD Systems, Inc.

950 S Pine Island Rd,
Ste 150-105
Plantation, FL 33324
(954) 727-8188
info@spd-systems.com
www.spd-systems.com



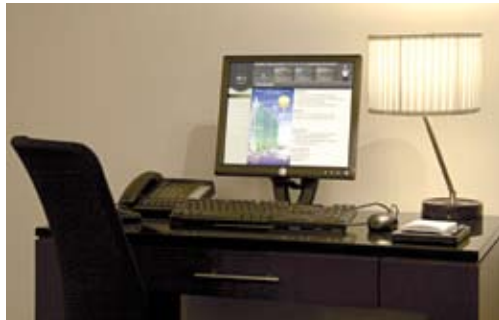
With a simple on/off or dimmer switch, SmartScreen Electronic Privacy Glass allows users to control appearance, privacy and lighting characteristics of windows, doors, partitions and glass walls. SmartScreen glass is switched to clear or private without moving parts, and maintenance is the same as for conventional glass. The glass can be installed in wood or aluminum framing and doors to enhance VIP areas, signage, TV and mirror overlays, shower enclosures, casinos, conference rooms and other applications.

16

GHOST / Servidyne iTendant HL

Servidyne

1945 The Exchange, Ste 300
Atlanta, GA 30339
(770) 933-4200
info@servidyne.com
www.servidyne.com



GHOST (Guest Hotel Operating System Terminal) is an in-room application that provides guests with the ability to order room service, make specific housekeeping requests (additional bath linens, sewing kit and toiletry items), contact the concierge, request a car from the valet, order laundry and dry cleaning, and surf the Internet, check e-mails, reference the guest directory, and more. Servidyne's iTendant HL guest services platform works seamlessly with the GHOST in-room technology, ensuring that all guest requests are routed to the proper service provider in the hotel.

17

SAFLOK IR Prox Lock

SAFLOK

1950 Austin Dr
Troy, MI 48083
(877) 272-3565
info@saflok.com
www.saflok.com



The SAFLOK IR Prox lock features infrared (IR) proximity technology with an energy management interface. Keycard information can be read without hard contact between the lock and the keycard media. Encrypted information from the lock's computer is transmitted to a central server via IR signals so that lock activity can be recorded remotely in real-time. A transceiver in the lock and the thermostat is used to relay and receive information. When a keycard is inserted into the lock to gain access, the lock's transceiver alerts the thermostat to turn on. This capability enables the smart room concept, which has a positive impact on energy costs.

18

intelliChaise® Personal Ordering System

Tiare Technology, Inc.

1939 Route 70 E, Ste 250
Cherry Hill, NJ 08003
(856) 489-1012
info@tiaretech.com
www.tiaretech.com



Featuring a touchscreen interface, proprietary software and Wi-Fi communications, the intelliChaise Personal Ordering System allows guests to place orders for food, beverage, retail items or services directly from their chair using customized wireless handheld devices. The system interfaces with a hotel's POS and HMS. Guests who need immediate attention can press the "call server" button to alert staff. The system also features a custom wireless handheld device that provides access to guest information such as name, order history and preferences. The device lets servers know when a guest is browsing menus on their guest unit and when orders are ready for pickup. Using location software, servers can pinpoint a guest's location for prompt order delivery.



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www.hftp.org / www.hitec.org