

Technology in HFTP's GUESTROOM 2010 Serves as an Industry Point of Reference

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Only at GUESTROOM 2010 - a model hotel room - will one find a voice recognition alarm clock set by speaking to it instead of punching buttons, a virtual library of the latest best-selling books, a bed without a mattress, a closet that generates electricity, a 3D golf course tour, a bath that gives a massage to the beat of your favorite music, a transducer that turns almost any surface into a speaker and an art gallery with thousands of choices.

Hospitality Financial and Technology Professionals (HFTP(R)) will unveil the new model of GUESTROOM 2010, sponsored by IBM, at the 2008 Hospitality Industry Technology Exposition and Conference (HITEC(R)). In its third year, the exhibit will be on display at HITEC 2008 from June 17-19 at the Austin Convention Center in Austin, Texas, USA. The GUESTROOM 2010 initiative will feature more than 40 different technologies discovered from a worldwide, comprehensive search of existing, cutting-edge and future guestroom innovations.

'GUESTROOM 2010 has become a great success since it debuted at HITEC 2006. The technologies in the futuristic guestroom have been presented around the world and GUESTROOM 2010 has become a point of reference for new hotels,' said Frank Wolfe, CAE, HFTP CEO. 'The technologies featured in the 2008 version will include more than the expected electronic technologies, and their possibilities may change the face of hospitality technology.'

In order to design the 2008 model of GUESTROOM 2010, HFTP conducted a global search for the industry's most innovative technologies for the hotel guestroom. This includes non-traditional types of technology such as bath, integration, games and furniture, as well as traditional technology such as next-generation televisions, locks and wireless devices. The technologies were selected by a panel of world renowned hospitality technology executives chaired by Carol Campbell Beggs, CHTP, vice president of technology for Sonesta International Hotels Corp.

In one place, GUESTROOM 2010 provides the ultimate guestroom experience enhanced by tomorrow's technology. The exhibit was offered to maximum capacity crowds at HITEC 2007 in Orlando, FL, International Hotel/Motel & Restaurant Show in New York, NY in November 2007 and in a limited edition at the American Society of Association Executives Annual Convention in Chicago IL. After many requests to show GUESTROOM 2010, HFTP created a portable presentation detailing the room's technologies that can easily travel to the global hospitality community, which has been presented in North America, Europe and Asia.

If you have any questions about GUESTROOM 2010, e-mail GUESTROOM2010@hftp.org or call (800) 646-4387 or 001 (512) 249-5333 x26.

About HITEC

HITEC, produced by HFTP, is the world's largest hospitality technology exposition and conference. The 2008 event will be June 16-19 at the Austin Convention Center in Austin, Texas, USA. It offers a unique combination of top-notch hospitality technology education, led by industry peers and experts, and an unparalleled trade show showcasing the latest hospitality technology products and services from over 300 companies. The trade show will feature the brand new Club Technology Pavilion, brand new FAVE Awards and GUESTROOM 2010, which is returning to HITEC for a third appearance. For more information, visit www.hitec.org.

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