

## New Name For HFTP's Guestroom of the Future Announced

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After a successful third year at Hospitality Industry Technology Exposition and Conference (HITEC(R)), Hospitality Financial and Technology Professionals (HFTP(R)) announced a new name for its innovative model hotel room exhibit. GUESTROOM 2010 will now be called G2X (GUESTROOM 20X).

'When GUESTROOM 2010 was created in 2006, the name was chosen to portray the concept that the technologies in the room weren't a distant future, but something that could be obtained now or very soon,' said Frank Wolfe, CAE, HFTP CEO. 'With the year 2010 soon upon us, a new name was needed to reflect the endless possibilities.'

In one place, the special exhibit provides the ultimate guestroom experience enhanced by tomorrow's technology. The next version of G2X debuts at HITEC 2009 June 23, 2009 in Anaheim, Calif. USA.

GUESTROOM 2010 Version 3.0, sponsored by IBM, was on display at HITEC 2008 from June 17-19 at the Austin Convention Center in Austin, Texas. The exhibit included more than 40 technologies like 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 shower that gives a massage to the beat of your favorite music, a transducer that turns almost any surface into a speaker and a high definition art gallery that changes to suit the mood of the guest.

Each year HFTP conducts a global search for the industry's existing, cutting-edge and future guestroom innovations. 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. A panel of world-renowned hospitality technology executives selects the technologies. Visit [www.guestroom20x.org](http://www.guestroom20x.org) for more information about the project and how to submit a technology for the 2009 version.

If you have any questions about G2X, e-mail [attendee@hftp.org](mailto:attendee@hftp.org) or call (800) 646-4387 or +1 (512) 249-5333 x26.

HFTP, Austin, Texas, USA and Maastricht, The Netherlands, founded in 1952, is the global professional association for financial and technology personnel working in hotels, clubs and other hospitality-related businesses. HFTP provides first class educational opportunities, research, and publications to more than 4,800 members globally including, the premiere hospitality technology conference HITEC--founded in 1972. HFTP also awards the only hospitality specific certifications for accounting and technology --the Certified Hospitality Accountant Executive (CHAE) and the Certified Hospitality Technology Professional (CHTP) designations. HFTP was founded in the USA as the National Association of Hotel Accountants. For more information, visit [www.hftp.org](http://www.hftp.org).

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