The origins of GUESTROOM 20X reach back to 2006, when the HITEC Advisory Council and HFTP Global Board decided to act on their mandate to be the primary source of hospitality technology information. Branching from this idea was the development of GUESTROOM 20X. This was to be a project that would explore the possibilities. What kind of impact would developing technology have on the guestroom? What works? What doesn’t? The discussion would start here — an exhibit where in one place, you can touch, feel and interact with the future guestroom.

The first GUESTROOM 20X debuted in Minneapolis, Minn. at HITEC 2006. With packed crowds and the industry buzzing, it was quickly decided that GUESTROOM 20X would return to future HITECs. Since then four additional versions have been erected, showcasing 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.

GUESTROOM 20X in 2012
In 2012, GUESTROOM 20X is filled with near-future technologies at every turn. A primary trend is accommodating for guests’ media devices — offering multiple ways to dock and listen to personal music, as well as a variety of ways to get a quick charge. The comforts are plentiful here, helping make the room a retreat from the rigors of travel. Find a ultramodern mattress and massage chair that adjust to the guest’s body type, plus a variety of entertainment options demonstrated on the multiple flatscreen TVs. In addition, you will find updated versions of typical guestroom features, including a high-tech in-room safe, mini-bar and toilet seat. When putting together the exhibit, the GUESTROOM 20X Advisory Council did not seek to create a blueprint for the future room. Instead, it sought a variety of technologies — some fantasy, others more realistic — to spur thought and discussion of the possibilities. Walk through and see what you think.
GUESTROOM 20X Advisory Council

Ken Barnes
Vice President of IT
White Lodging

Brian P. Garavuso, CHTP
EVP and CIO
Diamond Resorts International

Thomas G. Smith, CHAE
Chief Financial Officer
Westmoor Country Club

Robert S. Bennett
COO
Kalibri Labs, LLC

Andy Lee
Assistant Professor
School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Richard Tudgay
VP Technology
Omni Hotels & Resorts

John Bollen
VP Technology
MGM Resorts International

Ian Millar, CHTP
Deputy Director
INTEHL
Ecole Hoteliere De Lausanne

Frank Wolfe, CAE
CEO
HFTP

Scot Campbell
VP and CIO
Pinnacle Entertainment, Inc.

Jules A. Sieburgh, CHTP
Technology Consultant
Jules A Sieburgh, LLC

Sara Bailiff
Staff Liaison
Executive Assistant
HFTP

Amitava Chatterjee, MMH, CHTP
Sr Managing Consultant
IBM Global Business Svcs, Hospitality and Leisure

Richard M. Siegel
President & Publisher
Hospitality Upgrade

Steven Stout, CAE
Staff Liaison
Director of Meetings & Special Events
HFTP
Room Map and Technology Index

1. Samsung Smart TV UN55ES8000
   Manufacturer: Samsung Electronics America, Inc.

2. IP Video Intercom
   Manufacturer: Axxess Industries Inc.

3. NFC Mobile Key Solution
   Manufacturer: VingCard Elsafe

4. Square [i] ATVi
   Manufacturer: Square [i] International

5. eCoupled Magazine Prototype
   Manufacturer: Fulton Innovations

6. Flip Around TV Mount
   Manufacturer: Hidden Vision TV Mounts/Mark Joseph Design LLC

7. iFusion SmartStation
   Manufacturer: AltiGen Communications

8. Qi Wireless Power Grommet
   Manufacturer: Fulton Innovations

9. Meridian and Cisco Mobility Services Engine
   Manufacturer: Cisco Systems, Inc.

10. Charging Valet Desk Lamp
    Manufacturer: Ottlite Technology

11. Infinity II In-Room Safe
    Manufacturer: VingCard Elsafe

12. Samsung Interactive Hotel TV Product Portfolio
    Manufacturer: Samsung Electronics America, Inc.

13. Envision IP system
    Manufacturer: Lodgenet Interactive Corp.

14. C32 Automatic Minibar
    Manufacturer: Bartech Systems International, Inc.

15. Fujita SMK9100 Zero Gravity Massage Chair
    Manufacturer: Fujita Massage Chair

16. SafeAwake Smoke Alarm Aid
    Manufacturer: SafeAwake, LLC

17. G-LINK Wireless Obsess
    Manufacturer: G-LINK

18. Dream Sleep System
    Manufacturer: Reverie

19. Moving Murals
    Manufacturer: Epic Eye

20. SuiteLinq and Cisco Wireless
    Manufacturer: Cisco Systems, Inc.

21. Wireless Lightbulb Speaker
    Manufacturer: Sound of Light

22. EcoManaged
    Manufacturer: Ovation Networks Inc.

23. Motion Sensor LED Lights
    Manufacturer:Sharper Image

24. Bamboo Bathroom Vanity
    Manufacturer: Josco Kitchen & Bath

25. Delta Addison Bathroom Faucet with Touch2O Technology
    Manufacturer: Delta Faucet Company

26. Water Powered Clock
    Manufacturer: thinkgeek.com

27. 4-color LCD Weather Station
    Manufacturer: Celestron

28. Brondell Swash 1000 Spa Bidet Toilet Seat
    Manufacturer: Brondell, Inc.

29. Universal USB Wall Plug
    Manufacturer: USBGeek.com

30. DIRECTV for Hotels
    Manufacturer: DIRECTV, LLC
The 55” Samsung Smart TV lets you access entertainment like never before – Voice Navigation and Gesture Control let you say commands and control TV functions with your hands. Smart Content includes new ways to explore and locate your favorite shows, movies, videos, games and more. A full web browser and innovative apps, along with new Signature Services, enhance enjoyment. It’s all powered by the Smart performance of a super-fast Dual Core Processor. Brilliant LED images are paired with the exceptional contrast, color and detail of Micro Dimming Ultimate technology. It’s all in a sleek, virtually edgeless design, which allows for a bigger picture in a smaller frame.
This intercom with video capability is designed to be mounted next to the guest-room door. The intercom can be routed to any SIP capable device in the guest room, including video phones. In addition, the intercom call can be answered by the guest on his/her own mobile phone. No need to get up and go to the Intercom.
The VingCard Elsafe NFC/Mobile Key Solution is a powerful combination of VingCard’s VISIONLINE wireless software platform, RFID and mobile-friendly NFC technology. By integrating these advanced technologies, the Mobile Key Solution allows hotel guests to check-in remotely through their PC or Web-enabled mobile devices and bypass the front desk at check-in. For hoteliers, an advantage of the system is that it works with existing RFID locks. This provides flexibility and easy upgrades for current RFID customers. The NFC functionality allows for a sleek locking system design without bulky keycard slides or pin pads.
The Apple TV is small in size, but big on entertainment, adding an extra dimension to regular TV viewing. Giving guests’ access to their personal iTunes Store media including movies, TV shows, photos and music libraries, plus access to the content they carry on iPhones, iPads and iPods through AirPlay. Square [i] International’s Apple TV in-room entertainment system can be customized to include hotel branding with integration of the hotel’s information. The powerful, yet easy-to-use management system allows front desk, housekeeping or engineering to use any web-enabled PC to administer the system in each room.
Wireless power is about more than just charging your phone without having to plug in a cord. With eCoupled intelligent wireless power’s communications protocols, the possibilities are endless. Combined with low cost printed electronics, eCoupled technology enables vivid eye-catching displays, inventory tracking and analysis, smart packaging for monitoring expiration dates and tampering, and can even be used to create your own real-time digital shopping list that can be conveniently pulled up on your smartphone while you are at the grocery store.
The Flip Around TV Mount allows you to hide your TV behind a beautiful picture frame. When you are ready to watch TV, just flip it 180 degrees to reveal the television.
The iFusion integrates the most useful features of a traditional telephone with the iPhone — perfect for guests who bring their own devices. It is ideal for hands free calls on a high quality speakerphone designed specifically for the iPhone, and the integrated dock charges a guest’s phone faster than a USB. Also, guests can enjoy their personal streaming music from their iPhone. Features include: integrated Bluetooth technology; a powerful full duplex speakerphone; a comfortable, ergonomically designed telephone handset, and a USB port to enable data synchronization with a Mac or PC; and audio line out to connect external stereo speakers.
Qi provides a convenient, powerful and integrated solution for wireless power. The Qi grommet can be installed virtually anywhere, delivering convenient, wireless charging. Coupled with Qi-enabled devices, wireless power is transmitted through Qi seamlessly, simply and securely, without charging cables. Qi makes wireless charging a reality, providing convenient power on the go and the ability to stay connected in the age of portable electronics.
Meridian and Cisco Mobility Services Engine

Cisco Systems, Inc.
170 West Tasman Dr
San Jose, CA 95134
www.cisco.com/go/hospitality

Enabled by Cisco’s Mobility Services Engine, an indoor location-sensing system, Meridian by Spotlight Mobile is a fully-integrated location-based software platform that provides guests locations to maps, directions and property information all from their mobile device. Meridian uses GPS when available to tell guests where they are and allows them to easily navigate with turn-by-turn directions to anywhere in the hotel space using existing map images. Hoteliers can engage with guests by promoting amenities and services and track usage patterns through real-time stats and analytics.
Charging Valet Desk Lamp

Ottilite Technology
220 W Seventh Ave, Ste 100
Tampa, Florida 33605
www.ottilite.com

This multi-feature lamp has two USB ports that can be used to charge guest devices. It is great for organization and the foldable arm makes it easy to adjust the light angle and height.
With its sophisticated design and unmatched features, Infinity II by Elsafe sets a new standard for electronic in-room safes. A stylized construction and high-tech neon blue backlit digital keypad, combined with Elsafe’s industry leading safe platform, bring a richness to the hotel room. The design of the Infinity II safe delivers security in the form of a locking system that resists forcible entry, extended solid steel bolt hinges that are secure and ultra reliable, a one piece cold pressed door that is over 70 percent stronger than flat steel doors, and an anti-tamper labyrinth which protects the safe from manipulation of electronics.
HITEC Booth #1438

GUESTROOM 20X features a variety of Samsung televisions demonstrating in-room entertainment options. Models include:

- **55" HG55NA790MFXZA** — Displaying Hidden Vision Flip-Around TV Mount
- **46" HG46NA790MFXZA** — Displaying LodgeNet Envision IP System
- **40" HG55NA790MFXZA** — Displaying Squarei ATVi
LodgeNet’s Envision™ IP solution provides the full suite of Envision apps over the property’s IP network. Envision IP is flexible enough to use various SmartTV solutions, as well as the Enseo set-top box solutions being demonstrated in the GUESTROOM 20X space. This flexibility allows hoteliers to connect their guests with the information and services they want most — including an Interactive Program Guide (IPG) — while using the hardware solution that best fits each property’s unique needs.
Bartech’s C32 automatic minibar is the latest evolution in hotel minibar operations. This tech-forward guestroom solution maximizes convenience for both the guest and the hotel, incorporating the latest integrated technologies to increase profits, generate energy savings, improve staff efficiencies and maximize control of inventory and billing. With a generous capacity of 40 liters, the C32 minibar allows the electronic control of up to 32 products, including 12 miniatures or snacks. It can be built to any size and specification to blend with guestroom décor and can be customized with the choice of a wooden or glass door with the property logo.
The Fujita Massage Chair is the first of its kind that can adjust the armrest to attain the ideal and appropriate space to fit any body type. It’s infrared sensor technology precisely detects different body types, automatically measuring a person’s spine length and sensing where to massage and not to massage. From the soothing palm style of Swedish massage, to deep tissue kneading, to Shiatsu massage, the Fujita has a variety of techniques to target acupoints, resulting in invigorating energy. In addition, the chair’s external speakers can be connected with external music sources, allowing you to enjoy your massage while listening to your personal music selection without earphones.
The SafeAwake smoke alarm aid uses sound recognition technology to alert those with hearing problems when a smoke detector is activated. When the SafeAwake activates, it emits a low frequency sound, flashes a bright white light and sets off a powerful bed shaker. All three work together to awaken you and get you to safety in a fire emergency.
With Obsess from G-LINK, it’s no longer just plug-and-play, it’s freedom and power. Music, movies and more are wirelessly displayed from any tablet or smartphone right to the guest room HDTV. Guests will be obsessed with the convenience of G-LINK — accessing their personal entertainment from the comfort of their bed using their favorite devices including Apple™, Android™, Windows and others.
Reverie’s patented sleep system ensures guests get the perfect night’s sleep and the full benefits of in-room relaxation. The premium mattress allows hotel guests to customize the bed’s firmness level to match their sleeping position and sleeping preference. The adjustable foundation is controlled by a wireless backlit remote or downloadable remote app that lets guests raise or lower the head and foot of the bed. Remote features include massage functions at 10 different intensity levels and a “zero gravity” function, which elevates the head and feet into a relaxation position simulating “weightlessness” of a zero gravity chamber.
Moving Murals are a multi-sensory and customizable art solution especially suited to hotels and spas, with scenes that enliven the senses and stir the soul. Delivering visuals at 25 times the quality of Blu-ray, these award-winning murals constantly evolve. Combining sight, sound and scent, Moving Murals help differentiate any space, making a lasting impression. With a subscription to the Gallery, any property can easily update the images, providing versatile and sustainable solutions for ongoing design needs. Brand messaging, logos and ads can be incorporated between scenes, for added value.

Moving Murals
Epic Eye
110 Gillman Ave
Washington, IL 61571
www.movingmurals.com
Accessed through Cisco’s high-speed wireless connectivity portfolio, SuiteLinq is a single-source solution for deploying and managing a full “suite” of in-room, on-site and hand-held digital amenities designed to engage hotel guests in an interactive, personalized media experience. Running on a Cisco Cius, an ultra-portable Android-based device, SuiteLinq connects to on and off property services like in-room dining, valet requests and local points of interest — combining the best of work and play. SuiteLinq also empowers staff to connect and respond to guest requests, needs and expectations more quickly and cost efficiently.
The Wireless Light Bulb Speaker makes an effective and low profile way to create and enjoy a soundscape through the guestroom quickly and easily. These work seamlessly with iPods, iPhones, iPads, MP3 players, TVs, stereos and computers. They come with a 2.4GHz transmitter equipped with the latest wireless technology to operate up to four lamp speakers in two separate zones from up to 200 ft. away. These work with most floor, table and pendant lamps that have the standard E26 light bulb socket.
EcoManaged is a centrally controlled, energy management system. Comparable units on the market today work on motion sensors to detect occupancy. The EcoManaged Comfortstat goes beyond and introduces CO2 detection with Wi-Fi monitoring. When a guest enters the room, the Comfortstat detects an increase in the CO2 and adjusts the temperature to the guest’s personal settings. Conversely, when the CO2 levels decrease, the temperature reverts to the preset level determined by the property. This system is designed to enhance comfort levels, reduce operating expenditures and minimize ecological impact.
The Motion Activated Lights are battery-operated and easy to install up to 18 ft. apart in minutes with no wires or switches. These are helpful for any guest who needs to find his/her way in a new place. They gently glow with a low light unlikely to wake up others who may be sleeping in the area, and they automatically shut off after one minute and reset for the next motion activated switch on. The energy efficient LEDs are engineered to make the most of battery life — batteries can last up to 16 months, depending on use.
This custom bathroom vanity is built using bamboo, a renewable resource.
Activate the flow of water by just moving close to the faucet — it senses your presence anywhere 4 inches around it, or activate the flow of water by touching anywhere on the spout or handle. Featuring both Touch2O™ Technology and Touch2O.xt™ Technology.
All this clock needs to run is water. The internal converter simply extracts electrons from water (or other liquid) molecules and provides a steady stream of electrical current acting as a fuel cell to generate power to the clock. Will also run on soda and coffee. Features translucent blue siding and a mirrored front.
This weather station features an LCD display showing indoor and outdoor temperature, humidity, weather forecast, clock, calendar, heat index, dew point and moon phase. The unit also features an alarm clock.
The Brondell Swash 1000 Spa Bidet Toilet Seat is the ultimate in bathroom spa experiences. The Swash 1000 has premium features like dual stainless steel nozzles for posterior and feminine water washes, "endless" warm water through its instant heating system, a comfortable heated seat, warm air dryer, automatic deodorizer, nozzle positioning, spray width adjustment and nozzle oscillation, and self cleaning nozzles with sterilization functions, all operated by a wireless remote control. The Swash 1000 easily replaces the existing toilet seat and installs in minutes. Reduce toilet paper cost and clogging maintenance issues while delivering a memorable guest experience with the Brondell Swash 1000 Spa Bidet Toilet Seat.
The Universal USB Wall Plug is an AC receptacle with built-in USB ports that can power any device brought by a guest that is capable of being charged via USB, including iPods, iPhones and iPads. Guests can enjoy the convenience of USB ports built right into the wall in strategic places throughout the guestroom.
With over 100 channels, your hotel, will always be plugged in to the best entertainment, sports and news — in HD. Your guests will notice the difference and appreciate the best in TV entertainment, no matter how long their stay.