

### Four Seasons Hotel Miami Elevates Poolside Service, F&B Sales with intelliChaise® Personal Ordering System by Tiare Technology

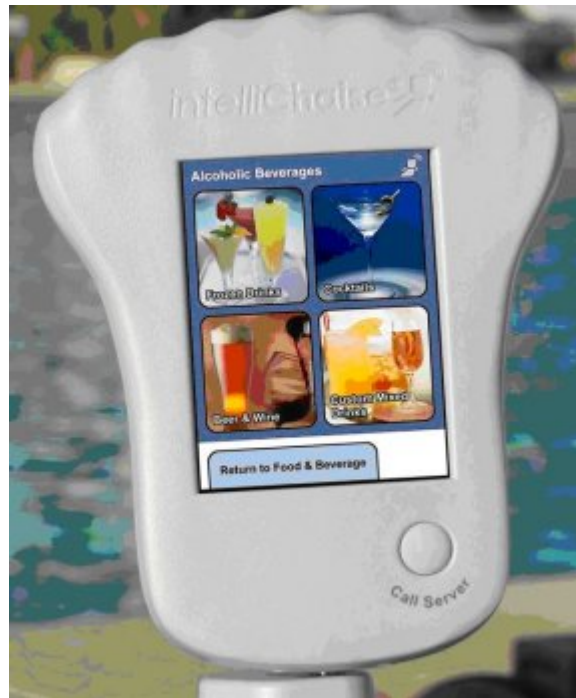
Wireless solution touted to be an “operational dream” delivering food and beverages, merchandise and more directly to guests in their poolside chaise with the touch of a button

CHERRY HILL, N.J. — JUNE 15, 2006 — Four Seasons Hotel in Miami, Fla., has enhanced its guest-service commitment by installing the patented intelliChaise® Personal Ordering System by Tiare Technology. The comprehensive solution allows guests to place orders for food, beverages and hotel services poolside to streamline guest-service delivery and increase food-and-beverage revenues.

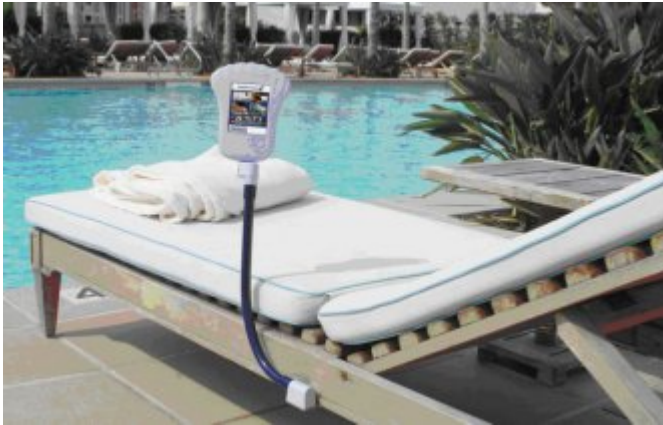
”We are delighted that Four Seasons Miami is the first hotel to roll out the intelliChaise® system,” said Julie Werbitt, Tiare Technology CEO. “Four Seasons is known for its continuous innovation and the highest standards of service and hospitality. The success of the brand stems from its people, who are key to making each guest experience so special. The intelliChaise® solution is helping Four Seasons staff provide more responsive and personalized service to their guests. By streamlining the guest order and delivery process, and by giving more information to the servers, the system provides for more relaxed and satisfied guests, and a positive, more productive work environment.”

The intelliChaise® system was installed at Four Seasons Miami in April. Hotel Manager Greg Mendoza, who comes from an F&B background, said he was instantly intrigued with the product when he learned that it improves service and enhances the guest experience.

”The intelliChaise® Personal Ordering System is a dream come true for any food-and-beverage operation,” Mendoza said. “It expedites service delivery by our staff, it increases sales in an area where traditionally food sales are light, and it enables the guest to call for service when an attendant may not be present. From every angle, the intelliChaise® system makes a lot of sense.”



## Personalizing Guest Service



The IntelliChaise® system was created to address the guest's need for both fast and personalized service. It includes a wireless handheld device with a simple touch screen that allows guests to place orders directly from their chaise. It works with a hotel's existing point-of-sale (POS) system or can be used as a stand-alone solution. The IntelliChaise® system at Four Seasons Miami includes guest units and server units, plus central

processing equipment that takes advantage of the versatility of an 802.11b (WiFi) network.

"A guest is provided an IntelliChaise® unit when they arrive at the pool or they can select from one of the chaises that already has a unit affixed to it," Mendoza said. "A pool attendant instructs guests to key-in their room number and a private PIN code for security and authentication and answers any questions the guest may have on how to use the system. Then, our guest's orders are wirelessly transmitted to our point-of-sale system, which prints out the orders at the kitchen or bar."

The server unit allows the staff to provide fast service with a personal touch that guests expect. In addition to storing guests' orders and purchasing information, the server unit simultaneously records critical guest-service information, such as what time a guest ordered his or her last beverage and how he or she likes to have it prepared. The system also provides for service efficiencies by notifying staff when an order is ready for pickup. The staff unit also can pinpoint a guest wherever they are on the pool deck for prompt order delivery.

"Four Seasons guests are typically very technology savvy," Mendoza said. "They use an ATM regularly and therefore the simplicity of the IntelliChaise® doesn't present a challenge. If however, a customer prefers to place an order directly with a server, they can simply press the 'Call Server' button on the unit to receive an immediate response. It's a dynamite system."

Mendoza said that Four Seasons corporate is evaluating implementing the IntelliChaise® system for all its properties, based on success at the Miami property.

"Our guests certainly are curious about the IntelliChaise® system," Mendoza said. "Many are using it and loving it. Those that are more apprehensive love the 'Call Server' feature. That's the beauty of the system, it provides something for everyone."



**The intelliChaise® system will be on display at the Hospitality Technology Exposition and Conference (HITEC) June 19-22 at the Minneapolis (Minn.) Convention Center in **Booth 128** and also as part of **Guestroom 2010**. To pre-schedule an appointment at HITEC with Tiare Technology to preview the intelliChaise® system, call Julie Werbitt at (856) 489-1012 or email [info@tiaretech.com](mailto:info@tiaretech.com).**

#### **About Tiare Technology, Inc.**

Tiare Technology develops and markets, to the global hospitality and leisure industry, wireless communication products and services that raise the ability to enhance customer service, increase revenues and improve service efficiencies. The Company has developed the intelliChaise® Personal Ordering System, a patented solution that enables guests at a hotel, resort, cruise ship, timeshare or other leisure location to order food, beverages, merchandise and services using a custom handheld device featuring a simple touch-screen interface, proprietary software and wireless technology. Tiare Technology is privately held, with offices in New Jersey and Colorado.



#### **About Four Seasons Hotels & Resorts**

Founded in 1960, Four Seasons has followed a targeted course of expansion, opening hotels in major city centers and desirable resort destinations around the world. Currently with 70 hotels in 31 countries, and more than 20 properties under development, Four Seasons will continue to lead luxury hospitality with innovative enhancements, making business travel easier and leisure travel more rewarding. The Four Seasons Hotel Miami's 221 spacious guest rooms – including 39 suites – are housed in an architecturally striking, 70-storey tower of glass and granite reflecting the dazzling Biscayne Bay.

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Also See: [HITEC's GUESTROOM 2010 Featuring intelliChaise®  
Personal Ordering System by Tiare Technology / June 2006](#)