

HITEC's GUESTROOM 2010 Featuring **intelliChaise®** Personal Ordering System by Tiare Technology

Wireless handheld solution bringing property F&B, merchandise and services directly to guests anywhere on a property; WiFi-enabled technology delivering increased revenue, enhanced guest satisfaction and better staff and operational efficiencies to owners and brands



CHERRY HILL, N.J. | Tiare Technology's **intelliChaise® Personal Ordering System** has been declared a future "must have" technology by Hospitality Financial and Technology Professionals (HFTP) for its ability to enhance the guest experience, generate higher incremental revenues per guest, and provide faster and more efficient service operations. The comprehensive solution – which allows guests to place orders for food, beverages and hotel services poolside, beachside, or anywhere on a property – will be on display as part of **GUESTROOM 2010**, a prototype hotel room and pavilion at the 34th Annual Hospitality Industry Technology Exposition and Conference (HITEC) June 19-22 at the Minneapolis (Minn.) Convention Center.

"Our selection panel, comprised of some of the top hospitality technology experts in the world, selected Tiare Technology's **intelliChaise®** Personal Ordering System as an example of products that might have a positive impact on the guestroom in 2010," said Frank Wolfe, HFTP's executive vice president and CEO. "This impact should be both positive and long lasting."

Julie Werbitt, CEO of Tiare Technology, said the patented **intelliChaise®** system was created to solve the frustrations and inefficiencies currently facing guests of a hotel, resort, spa, cruise ship or country club who wish to order food, beverages, retail merchandise or services quickly and conveniently.

"Guests often feel abandoned and ignored when it comes to accessing service from the property, especially if they are by the pool or on the beach," Werbitt said. "Tiare Technology has created a way to bring personal service to guests when they want it – and where they want it – no matter how busy the property or how secluded the location."



"Tiare Technology created the **intelliChaise®** system 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 chair – wherever that chair may be," she said. "Guests benefit from faster service, greater control over their service, increased convenience and improved personalized attention. And, in instances where immediate attention is required, the guests need only press the 'Call Server' button to alert staff of their request."

The **intelliChaise®** system works with a hotel's existing point-of-sale (POS) system or can be used as a stand-alone solution. The **intelliChaise®** system includes guest units and server units, plus central processing equipment, and takes advantage of the versatility of 802.11b (WiFi)

networks. The guest is provided a guest unit when they arrive at a given location. An attendant secures the device physically by locking it onto the guest's chair, and logically by using the guest's room number and a private PIN code for security and authentication. The guest's orders are wirelessly transmitted to the kitchen, bar, store or other linked location where the orders are either printed or interfaced with the resort's POS system or other application.

Streamlining staff efficiency

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 custom dashboard on the staff unit provides access to guest information such as name, order history and preferences," said Jeff Krevitt, Tiare Technology president. "The device even lets staff members know when a guest is browsing menus. The dashboard gives staff vital information so they may interact with guests and provide a highly personalized service experience."

Additionally, Krevitt said the system provides for service efficiencies by notifying staff when an order is ready for pickup. The staff unit, using location software, can also pinpoint a guest wherever they are on a property for prompt order delivery.



Increasing returns on investment

The *intelliChaise*® also provides properties with greater revenue opportunities. Custom menu screens on the guest units allow for display of featured and promotional items that can be adjusted instantly. Properties also may choose to "up sell" items, such as premium alcohol selections or daily food specials. The guest unit can suggest food and beverage pairings as well.

"The *intelliChaise*® solution is not limited to food and beverage, and can open up other profit centers on the property to the guest," Werbitt said. "Guests can make spa appointments, sign up for activities, and purchase merchandise from retail areas. These special guest services are achieved through the touch of a button and instantly work to deliver a better guest experience, increased revenues and faster and more efficient service operations."

Industry expert weighs in

Mark Ozawa, managing director of Accuvia Consulting, said he thinks the *intelliChaise*® system is ideal for a wide variety of hotels, including those marketing to Generation X travelers and Baby Boomers who were born into the technology era and have accepted its fast-paced world and thrive under its capabilities. Accuvia is a leading boutique hospitality consulting firm specializing in technology and systems in the lodging foodservice and retail industries.

"GenX guests have different ideas about having a myriad of choices in how they interact with the hotel and they have very short time perspective with respect to service – they want things delivered their way, right away," Ozawa said. "*intelliChaise*® provides the personalized guest service they desire in a manner many will find exciting. At the same time, the 'Call Server' feature is ideal for more traditional guests who prefer to do business in a more low-tech way – this actually enhances the traditional service delivery as the guest can use the call button to alert the server staff who can then accept an order in person."

Ozawa said it's important that technology never take away service, but rather add to service options. The intelliChaise® solution carries the trend in self-service to new terrain by allowing more, rather than less, personalized service.

"Moreover, the *intelliChaise*® system is a solution that allows a server to be more productive and ultimately increase revenue and guest satisfaction," he said. "Many of our clients are looking for ways to improve the utilization of the servers and the wasted time that occurs between the receipt of the order and delivery of the product. I look forward to seeing which market segments adopt it as a brand differentiator or guest-service amenity."

HITEC attendees are invited to experience a hands-on demo of the *intelliChaise*® system at GUESTROOM 2010. Appointments can be pre-scheduled by calling Julie Werbitt at (856) 489-1012 or emailing her at 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.

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