

### **W Los Angeles-Westwood Selects the intelliChaise® Personal Ordering System by Tiare Technology to Enhance Personal Service**

***Wireless solution using Microsoft technologies delivers food, beverages,  
and hotel amenities to guests with the touch of a button from  
any lounge chair at the pool***

CHERRY HILL, N.J. — JUNE 18, 2007 — W Los Angeles - Westwood has selected the patented intelliChaise® Personal Ordering System by Tiare Technology to elevate personal service in The Backyard, the property's newly renovated pool and lounge. The comprehensive solution, built on the Microsoft Windows Mobile software platform, allows guests to place orders for food, beverages and hotel services directly from their chair to streamline guest-service delivery and increase food-and-beverage revenues.

"We are delighted that the W Los Angeles - Westwood is the first Starwood brand to introduce the intelliChaise® system," said Julie M. Werbitt, Tiare Technology CEO. "The W brand is known for providing their guests with unique and "thoughtful" service experiences and the addition of the intelliChaise® system is in keeping with that philosophy."

#### **A New Look For intelliChaise® Device**

The installation at the W Los Angeles-Westwood also marks the debut of Tiare's new hardware design for the intelliChaise® System. "It is important to provide our customers with options," says Werbitt. "This design is well suited for a sophisticated urban environment." Tiare continues to offer their patented shell design, and also provides customized design solutions for properties. In addition to the new devices for the lounge chair, Tiare is also unveiling a tablet device with an 8-inch screen in every pool cabana.



## 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 chair. 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 W Los Angeles - Westwood includes guest units, tablet devices and server units, plus central



processing equipment that takes advantage of the versatility of an 802.11b (Wi-Fi) network.

When a guest arrives at the pool, an attendant will provide him/her with an intelliChaise® device. The guest will be authenticated on the device by the staff and then key-in a private PIN code for security. The guest is now able to begin ordering food, beverages, spa services and more. All food and beverage orders are wirelessly transmitted to the point-of-sale system, which prints out the orders at the kitchen or bar. Spa inquiries and hotel service

requests are sent directly to the spa or concierge desk for immediate response by staff.

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.

## The Benefits of Microsoft Technologies

Microsoft provides software that helps hospitality organizations thrive in today's competitive global marketplace by making better decisions in all areas of their business. Microsoft technology-based solutions focus on helping hospitality employees strengthen guest relationships, generate new revenue streams and improve operations – addressing key solution areas such as integration, business intelligence and the guest experience. The intelliChaise® personal ordering system is built on the Microsoft Windows Mobile software platform and utilizes the advanced data management, analysis and reporting capabilities of Microsoft SQL Server to provide staff with greater insight into pool-side ordering information to more quickly anticipate and respond to their guests' needs.

“Tiare’s intelliChaise® ordering system provides the W Los Angeles - Westwood with an incredibly valuable tool to increase service, guest satisfaction and revenue opportunities,” said Matthew Shigenobu Muta, industry director for Microsoft’s Worldwide Hospitality Group. “We are pleased with the W’s success using Tiare’s solution and Microsoft technologies to differentiate and enhance its guest services and provide its staff with the information they need to improve and personalize the guest experience.”

The intelliChaise® system will be on display at the Hospitality Technology Exposition and Conference (HITEC) June 25-28 at the Orange County Convention Center – Orlando, Florida in Booth 650. To schedule an appointment at HITEC with Tiare Technology to preview the intelliChaise® system, call Julie M. Werbit 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, casino, 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. For more information, visit [www.tiaretech.com](http://www.tiaretech.com).



### **About W Hotels Worldwide**

W Hotels is a global lifestyle brand with 21 properties in the most vibrant cities around the world. Inspiring and indulging its guests with thoughtful, refreshing and stylish experiences, signature restaurants, bars and destination spas, W has become the fastest growing luxury hotel brand in the world. Each hotel offers a unique mix of innovative design, comfort, and cultural influences from fashion to music to art and everything in between. W’s first residential property, W Dallas-Victory, opened in June of 2006, and soon thereafter was named a Forbes Magazine “Top Business Hotel.” W Residences, offering the W lifestyle at home, have been announced for Scottsdale (2008), Midtown Atlanta (2008), Fort Lauderdale (2008), Buckhead (2008), Hoboken (2008), Downtown Atlanta (2009), Downtown New York (2009), South Beach (2009), Phoenix (2009), Hollywood (2009), Philadelphia (2009), and Austin (2010). Internationally, W has announced plans for hotels in Istanbul (2008), Doha (2008), Hong Kong (2008), St. Petersburg (2008), Athens (2008), Santiago (2008), Milan (2008), Dubai-Festival City (2008), Shanghai (2009), Barcelona (2009), Guangzhou (2010), and Dubai-The Palm (2010). W’s first Retreat & Spa, W Maldives, opened in September of 2006 and in March of 2007, received the prestigious Travel + Leisure Design Award for Best Resort. W has plans to open Retreat & Spa hotels in Vieques (2008), Koh Samui (2008), and Verbier (2010), the latter of which will serve as W’s first ski retreat. For more information, visit [www.whothels.com](http://www.whothels.com).



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