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ASAE Enlists HFTP's GUESTROOM 2010 to Educate Association Executives About Hospitality Technology

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Thursday 9 August 2007 | AUSTIN, TEXAS | Hospitality Financial and Technology Professionals (HFTP) will take components of the 2007 version of GUESTROOM 2010, a futuristic, model hotel room, on the road this week. Technologies from the interactive display will be presented at the American Society of Association Executives (ASAE) & The Center Annual Meeting & Exposition, August 11-14, 2007 at McCormick Place in Chicago. HFTP aims to provide conference attendees a thought-provoking display of the future of guestroom technology through its 2007 version of GUESTROOM 2010, which was first-revealed at HITEC 2007 in Orlando, Fla. June 26-28.



"GUESTROOM 2010 will be a valuable addition to the conference this year," said Ann McLeod, CEM, director of exhibitions and registration for ASAE & The Center. "The model hotel room fits in with our mission to provide attendees with innovative learning experiences, performance-enhancing resources, new thinking and models for the profession."

HFTP will provide a smaller version of GUESTROOM 2010 for the exposition, which will include technologies such as **the Ammique 21st Century Bed Technology, an innovative, mattress-less bed that supports the body in the correct position for sleep**; Smartcube Minibar/Refrigerator, the world's first glass-fronted, fully-automated minibar with full sensing capability; First View Security's Digital Door Viewer, a flat-screen monitor and digital camera that allows hotel guests to get an expanded view outside their door; 3M's Super Close Projector, which provides an 80-inch image from only 40 inches; and more.

"We are honored to showcase GUESTROOM 2010 to the 6,000 plus association executives at the exposition," said Frank Wolfe, CAE, HFTP executive vice president and CEO. "GUESTROOM 2010 shows attendees that there is more to guestroom technology than the expected electronic technologies."

In order to design the 2007 model of GUESTROOM 2010, HFTP conducted a global search for the industry's most innovative technologies for the hotel guestroom. This includes non-traditional types of technology such as lighting, fabrics and furniture, as well as traditional technology such as next-generation televisions, phones and robots.

In one place, GUESTROOM 2010 provides the ultimate guestroom experience enhanced by tomorrow's technology. The exhibit debuted to maximum capacity crowds at HITEC 2006 in Minneapolis, Minn. and was also on display at the International Hotel/Motel & Restaurant Show in New York in November 2006. After many requests to show GUESTROOM 2010, HFTP created a portable presentation detailing the room's technologies that can easily travel to the global hospitality community, which has been presented in North America, Europe and Asia. The 2008 version of GUESTROOM 2010 will be unveiled at HITEC 2008 in Austin, Texas June 16-19, 2008.

If you have any questions about GUESTROOM 2010, e-mail GUESTROOM2010@hftp.org or call (800) 646-4387 or 001 (512) 249-5333 x26.