

BRITISH BED DESIGN CELEBRATED IN THE U.S.

Last month, The AMMIQUE® bed, developed and created in the UK took its place as THE BED OF THE FUTURE in GUESTROOM2010 at HITEC® (Hospitality Industry Technology Exposition and Conference) 2006 at the Minneapolis Convention Centre in the U.S.

Richard Siegel, President and Publisher of Hospitality Upgrade magazine, in the GUESTROOM 2010 Guide summary wrote: *"Let's face it. The one thing in any hotel room in the world that we know every guest will utilize is the bed"*.

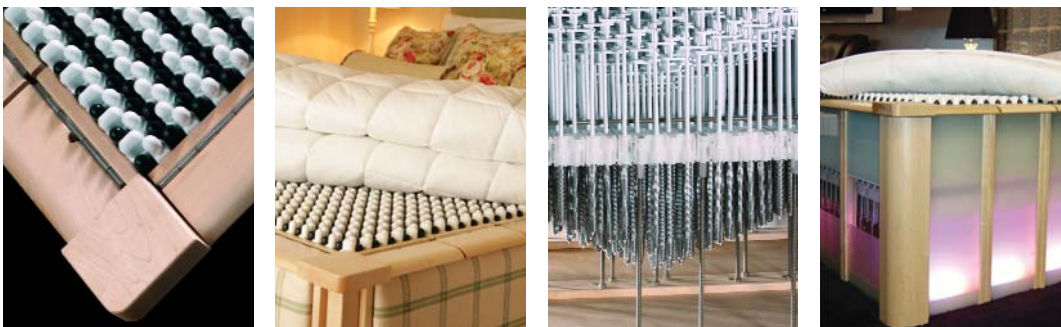
No surprise then that amidst the many cutting edge technologies showcased in GUESTROOM2010, the Ammique bed's 21st century technology attracted the attention of the media and exhibitors as well as the visitors.

Filming in GUESTROOM2010, reporter Ken Speake of KARE 11 News needed little encouragement to take time out for a lie down reporting that he found the Ammique bed to be the most comfortable surface he had ever reclined on.

Meanwhile at the Ammique bedside, in his GUESTROOM2010 video tour, Jules Sieburgh, Secretary of HFTP Board of Directors and Chief Technology Consultant & Integrator of Guestroom 2010 hailed the Ammique bed as *"the star of the show"* before he could resist the temptation any longer as he slid effortlessly upon its surface...

In his Guide summary Richard Siegel added *"...the hotel industry has continually tried to offer the perfect bed for guests. This was the one area that technology didn't impact, right? Wrong. GUESTROOM 2010 showcases AMMIQUE®'s 21st century Bed Technology. This bed addresses not only comfort, but also hygiene, airflow and adaptability. Maybe the sensation of floating on air is already here."*

AMMIQUE THE BED OF THE FUTURE



From a selection of imagery, (technical and interior settings) which are available at high resolution.

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Press Release