

HITEC 2014 a Huge Success!



The INNCOM crew: (from left to right) Geoff Partel, Jeff Johns, Brian Giese, Kenneth White, Paul Redding, Bill Russell, John Tavares, Philipp Roosli, Eric Capodiece, Rodolfo Hernandez, Chris Butler, Jiten Chavda, John Srouji and Sabrina Harris.



Left: The crowds began to gather as soon as the show opened. Right: INNCOM by Honeywell's new booth design.

June 23-26, Los Angeles, CA - For 2014, we thought long and hard about the messaging we wanted to deliver to our visitors at HITEC. As the leader in the Integrated Room Automation space, we wanted to reinforce some competitive strengths as well as introduce innovative solutions. We want INNCOM to become synonymous with IRAS. So here's what we communicated:

1. **INNCOM® by Honeywell offers more integration capabilities than any other provider.**
Whether these integrations are with door locks, mini bars, PMS software platforms, Maintenance Management Services or guest experience or content providers we have established relationships in dozens of third parties. The decision for a customer should be straightforward: **Buy the INNCOM system first.** Once you have INNCOM installed in your hotel, you can take advantage of many possible integrated systems. This message resonated very well with visitors.
2. **INNCOM offers the standardized solutions that enable hotel portfolio owners to outfit their individual hotels with the appropriate technology solution.** It's not a "one size fits all" approach. Whether their objective is to reduce energy costs while keeping guests comfortable, have an enhanced guest experience so they can compete and win group business or provide a unique, custom designed guest interface solution, INNCOM can provide it all.

3. Lastly, we introduced to the market the **INNCOM ASX (Analytic Services Exchange) Reports**. This was a BIG hit. ASX offers clients a very compelling reason to standardize on the INNCOM solution. As more and more data is accumulated from their hotel portfolio the more insight we will be able to provide by having our systems experts do an analysis of what their INNcontrol[®] 3 system is collecting.

We are calling the 2014 HITEC our most successful event in recent history. We collected more than double the number of leads we had last year, the booth was packed at times and we were busier than we can remember.



Left: The INNCOM booth was set up as a functioning guestroom environment. Right: Philipp Roosli holds forth one of the 8 scheduled presentations on ASX.



The show featured an 8 foot long counter displaying the logos of a number of our integration partners. It was a very visual way to show the multiple alliances that INNCOM has forged for the benefit of our clients.
