



## **THE PLAZA'S GUEST ROOMS TO FEATURE IPADS WITH VIRTUAL CONCIERGE**

*Legendary Hotel First in the World to Offer New Innovative Software for iPads*

*Partners with Orlando-based Intelity*

New York – June 21, 2010 – The Plaza ([www.theplaza.com](http://www.theplaza.com)), New York City's ultimate luxury destination, announced today it will offer iPads in all guest rooms and suites featuring the first virtual concierge application available on the tablet devices. The landmark hotel on Central Park South is partnering with Orlando-based Intelity ([www.intelitycorp.com](http://www.intelitycorp.com)) to become the first hotel in the world to provide guests services and amenities using iPads and Intelity's ICE (Interactive Customer Solution) software solution.

The iPads will feature a multimedia video welcome and provide guests easy, touch screen access to control their entire hotel experience. Services guests will have at their fingertips include ordering room service, making restaurant reservations, communicating with the concierge, requesting wake-up calls, exploring NYC destination guides, and even checking airline schedules and printing boarding passes. The devices will also be pre-loaded with leisure and business friendly applications such as newspapers, and guests will also be able to browse the Web. The Plaza first started offering iPads for guests to use while dining in The Palm Court. Hotel managers quickly realized the popularity of the devices with guests, and decided to extend the program beyond the restaurant, into the guest room.

“For over 100 years, The Plaza has set the standard for luxury and since opening our doors, guests at our hotel experienced many firsts in travel. Today, luxury is being redefined to not only include actual products but how something enhances an experience or fulfills a need,” said Shane Krige, general manager of The Plaza. “Guests can now enjoy in-demand, innovative technology and access to our five-star offerings at their convenience – a true luxury for many.”

According to David Adelson, president and chief executive officer of Intelity, “The premier of ICE on in-room iPad tablets will fittingly be New York's famed hotel, The Plaza.” Adelson said, “Guests will have service options at their fingertips and hotel management will have an increased ability to add to and evaluate the delivery of those services.”

In addition, The Plaza will also offer ICE Mobile, allowing guests to download the hotel's Virtual Concierge Application on iTunes or [www.theplaza.com](http://www.theplaza.com), with versions for iPhone, Blackberry and Android. Ideal for guests on the run or future guests who want to get a head start on trip plans, the application will offer the full array of services offered in-rooms on guests' mobile phones, whether it be setting up a wake-up call, pre-ordering room service, making a spa appointment or simply requesting an extra towel.

The iPads featuring ICE technology will be available in The Plaza's guest rooms and suites in September 2010. The mobile application will also launch at that time.

**(more)**

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### **About The Plaza**

Timeless, captivating and unforgettable, The Plaza has undergone a \$450 million, three-year, lobby to roof renovation and restoration. The passion and uncompromising service which made the hotel a legend has returned with a new and contemporary spirit. The Plaza is an extraordinary hotel and a luxury lifestyle destination that offers guests every indulgence featuring The Shops at the Plaza, a world-class retail collection with a Caudalie Vinotherapie® Spa, Warren-Tricomi Salon and the Eloise shop. The Palm Court, Oak Room and Oak Bar provide quintessential New York experiences, and the opulent Plaza Grand Ballroom continues to host the world's most memorable events. New additions also include the elegant Champagne Bar, stylish Rose Club, and newly opened The Plaza Food Hall by Todd English. Designated a New York City Landmark in 1969, it is also the only New York City hotel to be designated as a National Historic Landmark. The Plaza is managed by Fairmont Hotels & Resorts. For reservations and additional information, please call 888-240-7775 or visit [www.theplaza.com](http://www.theplaza.com).

### **About Intelity**

Intelity, headquartered in Orlando, Fla., is a hospitality software solution company focused on the self-service marketplace. Its ICE Control System with guest interface and "ICS" backend management has been recognized in a vote by hoteliers as the best guest interactive service technology available. Intelity designs its software/hardware products with a focus on generating higher revenues, reducing operating costs and increasing guest satisfaction.

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