

Services Transformation in Hospitality - The Future of Hotel Technology

The “C” Word

Computers

Communications

Convergence

Challenging

Cisco

Cabbling

Compliance

Copy Software

Cracked

Chinese Characters

CRM

[Customers Really Matter]

Cost

Cheap

Crap

The
BIGGEST

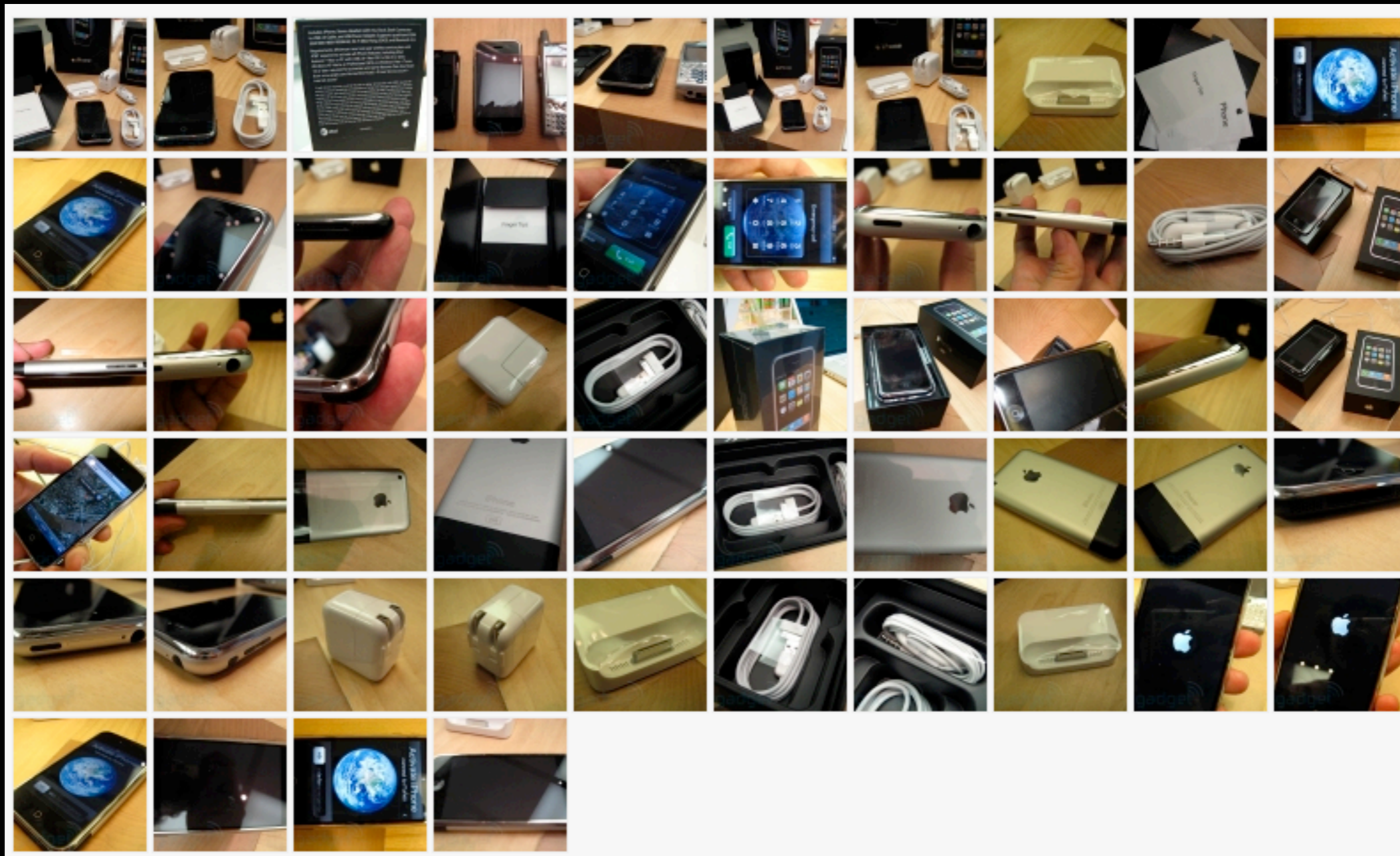
C-word

Creativity

Think out
of the box



30th June 2007



Out of the
box
experience

Our Challenge

Go where no man has gone before



The Northern Route

Five-day/four-night journeys depart from Beijing to Lhasa, with four-day/three-night journeys departing from Lhasa for Beijing. En route, guests will traverse the spectacular Tibetan plateau, passing through the snow-capped Yuzhu Mountain range and within touching distance of the pristine Cuona Lake.

The Southern Route

Five-day/four-night journeys depart from Beijing to Lijiang, with four-day/three-night journeys departing from Lijiang to Beijing. Highlights of this journey include the mystical karst landscapes of the Li River, the extraordinary Shilin Stone Forest and the ethnic minority cultures, architectural styles and cuisines of Yunnan province.













The making of TANGULA

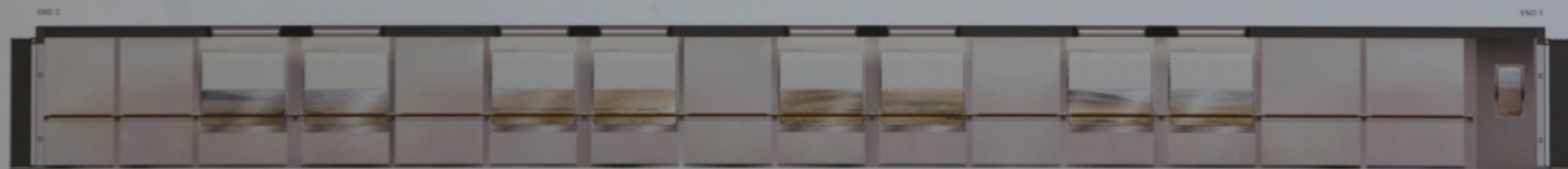
I. The Design



ELEVATION



PLAN



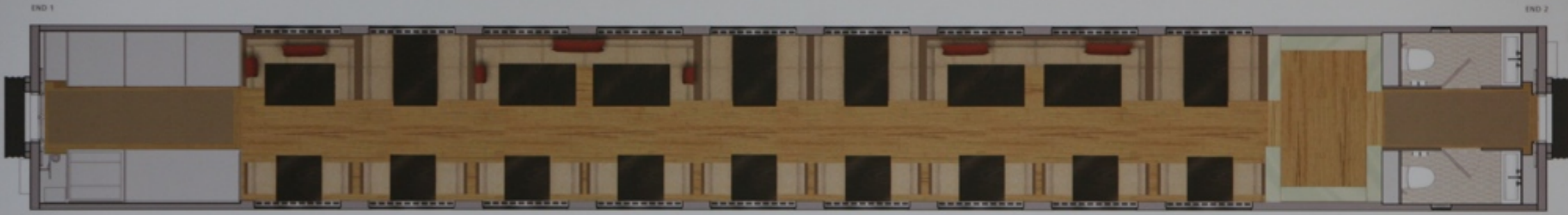
ELEVATION

SUITE CAR

唐古拉 TANGULA



ELEVATION



PLAN



ELEVATION

SCENIC CAR









2. The Results





3. The Vision

The Smart Guys...



SecMicro 

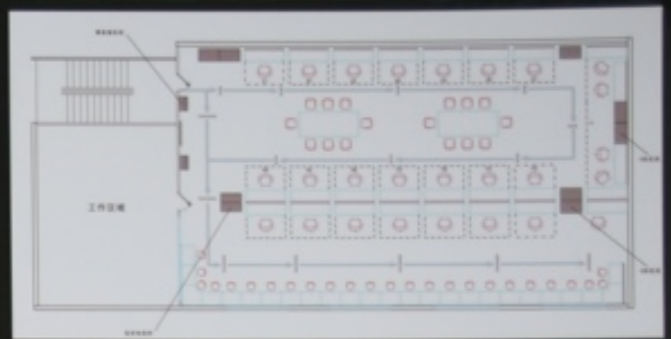
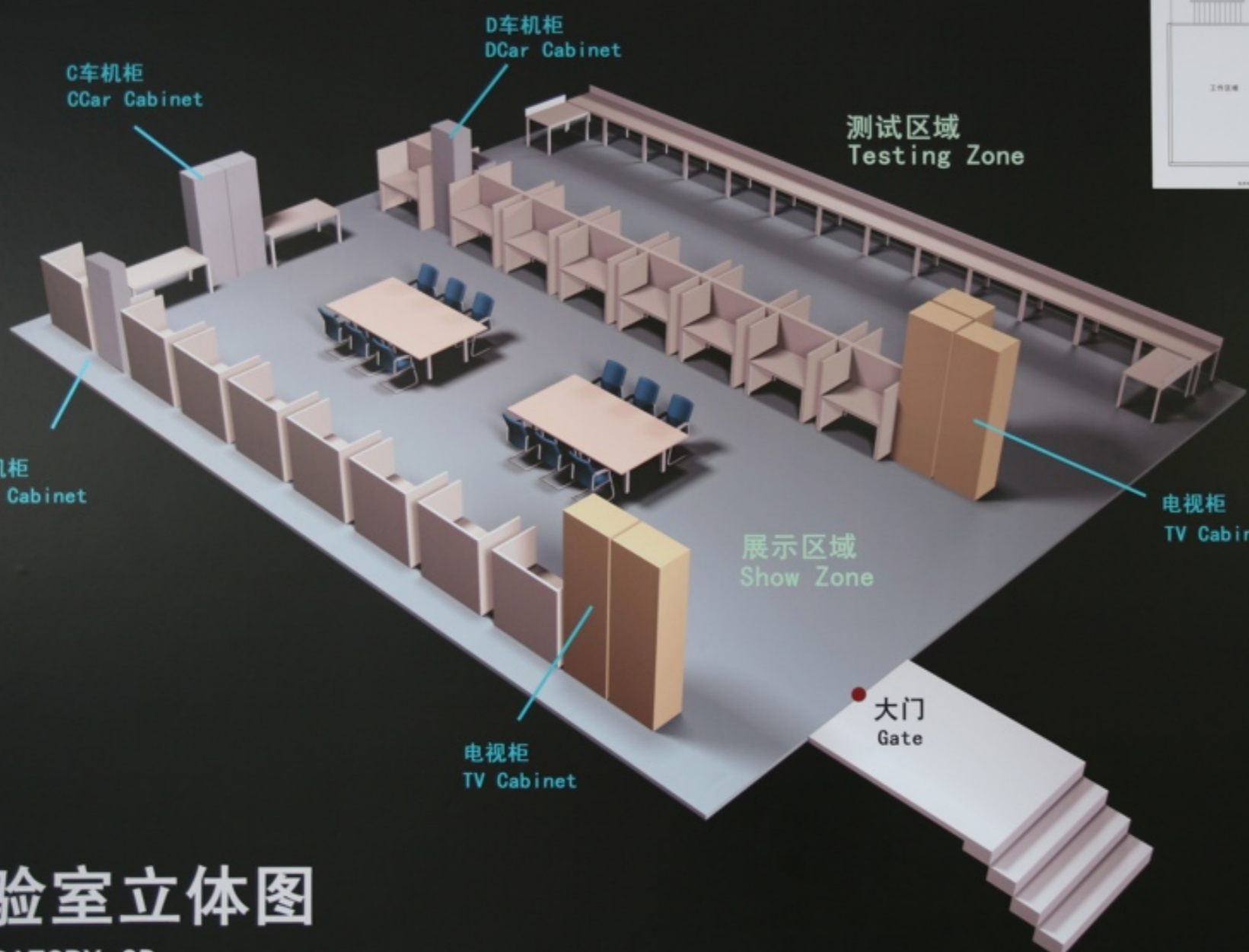
实验室
Laboratory



SecMicro 

实验室
Laboratory





实验室俯视图
LABORATORY VERTICAL VIEW

实验室立体图
LABORATORY 3D

The Sign Off

旅游车设备清单 - 观光车
Equipment List - Scenic Car

位置/POSITION	名称	NAME	数量/QUANTITY
餐厅 Dinning Area	无线访问节点	Wireless AP	3
	BOSE音箱	BOSE Speakers	6
	VGA接线座	VGA Port	1
	32" 液晶电视	32" LCD	1
吧台 Bar Area	功放	Amplifier	1
	无线麦克风	Wireless MIC	1
	无线麦克风接收器	Wireless MIC Receiver	1
	机顶盒	Set Top Box	1
IT服务器柜 IT Server Cabinet	有线IP 电话插座	Wired IP Phone RJ45 Socket	2
	账单打印机	Bill Printer	1
	灯光模式切换	Lighting Mode Keypad	1
	核心主网络交换机	Core Network Switch	1
1位端通过台 End 1	全列地址编组管理主机	Train Nubering Address Management Server	1
	IT中央主服务器集群机柜	IT Server Pool Integrated Cabinet	1
	无线网桥	Wireless AP Bridge	1
	过桥器	TNC-Thru Gateway	1
2位端通过台 End 2	车端IT连接器	Car End IT Connector	1
	无线网桥	Wireless AP Bridge	1
	过桥器	TNC-Thru Gateway	1
	车端IT连接器	Car End IT Connector	1

The Planning

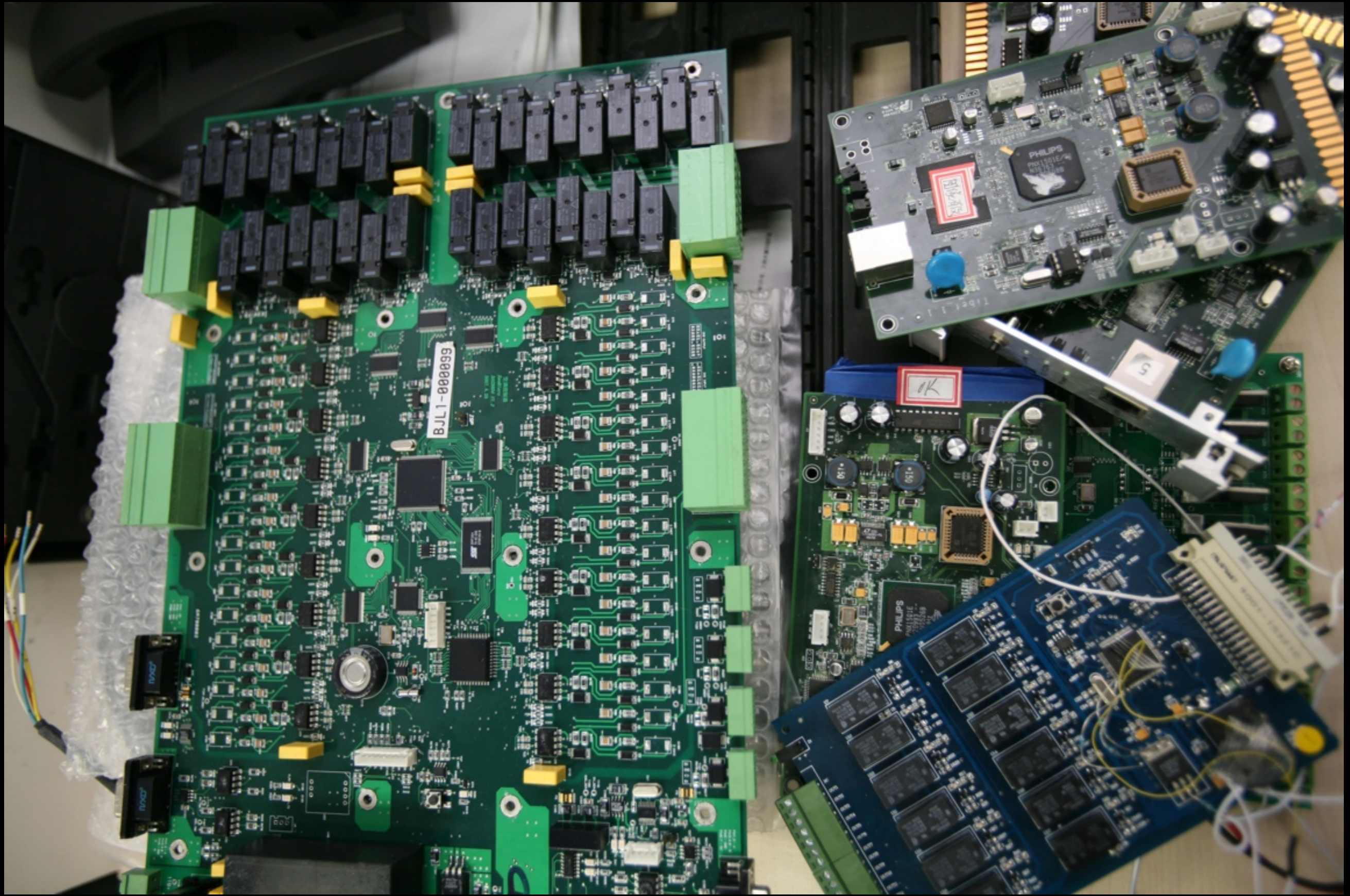


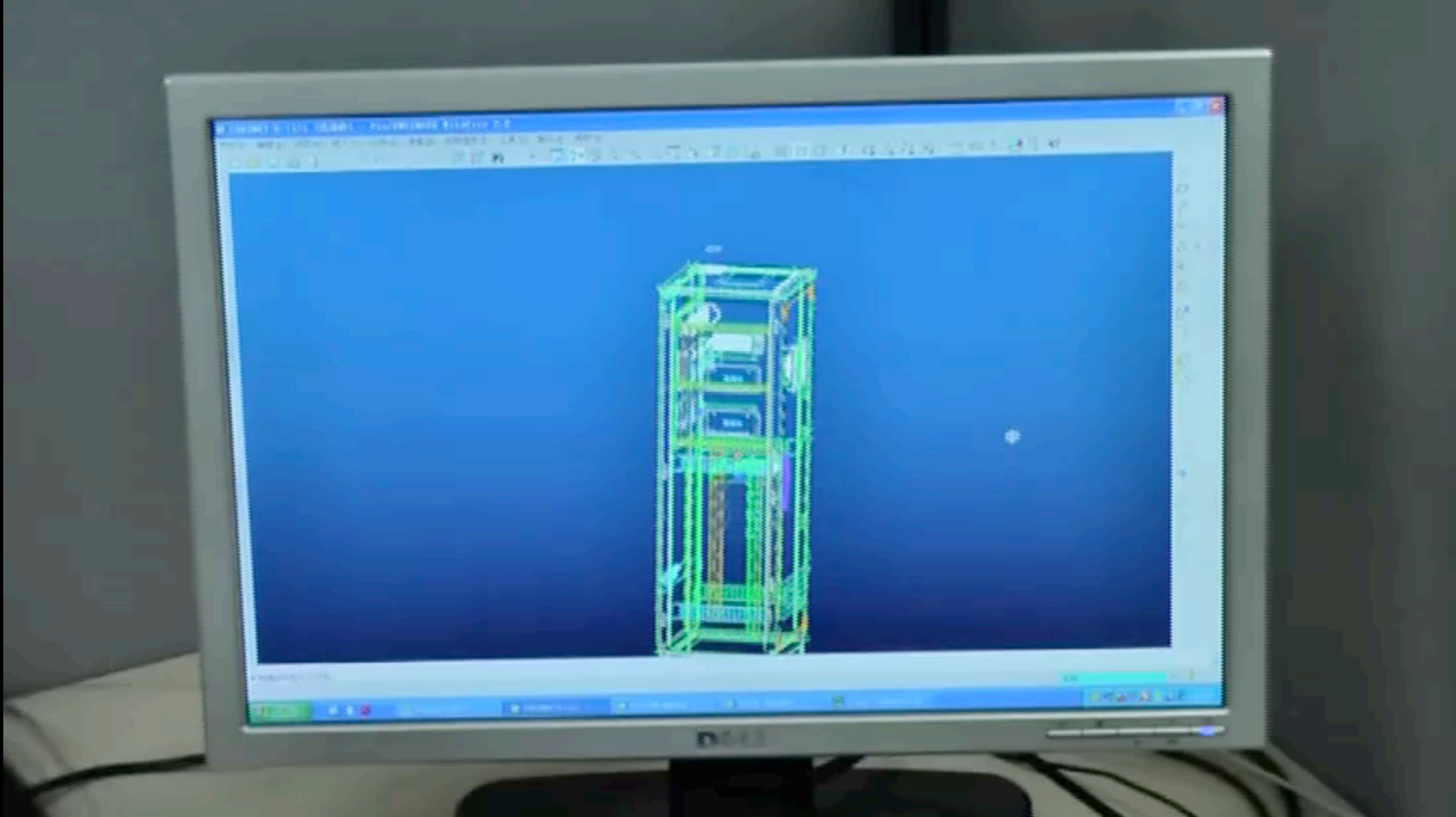
The Thinking

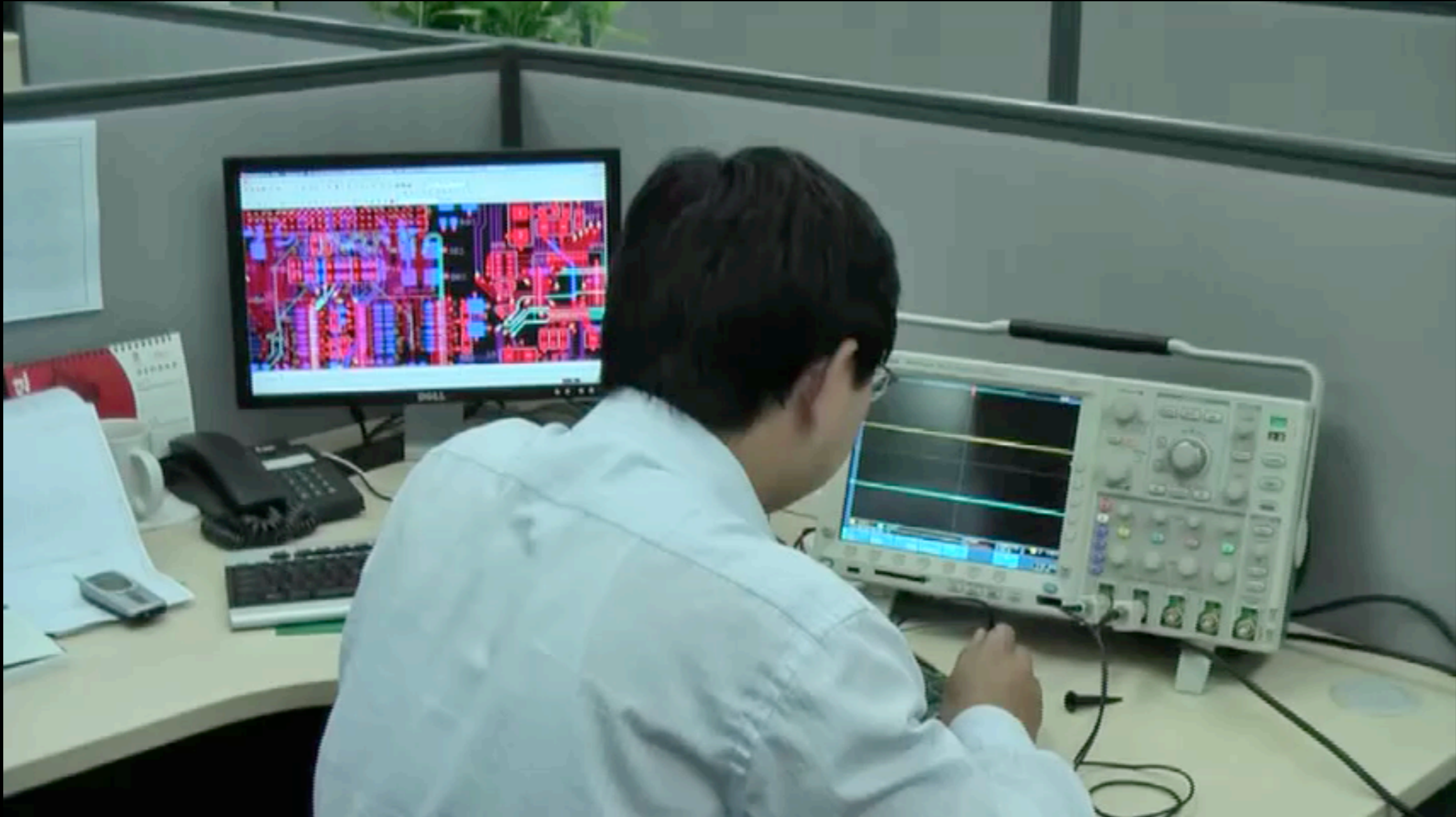


The Mess





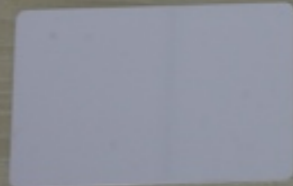






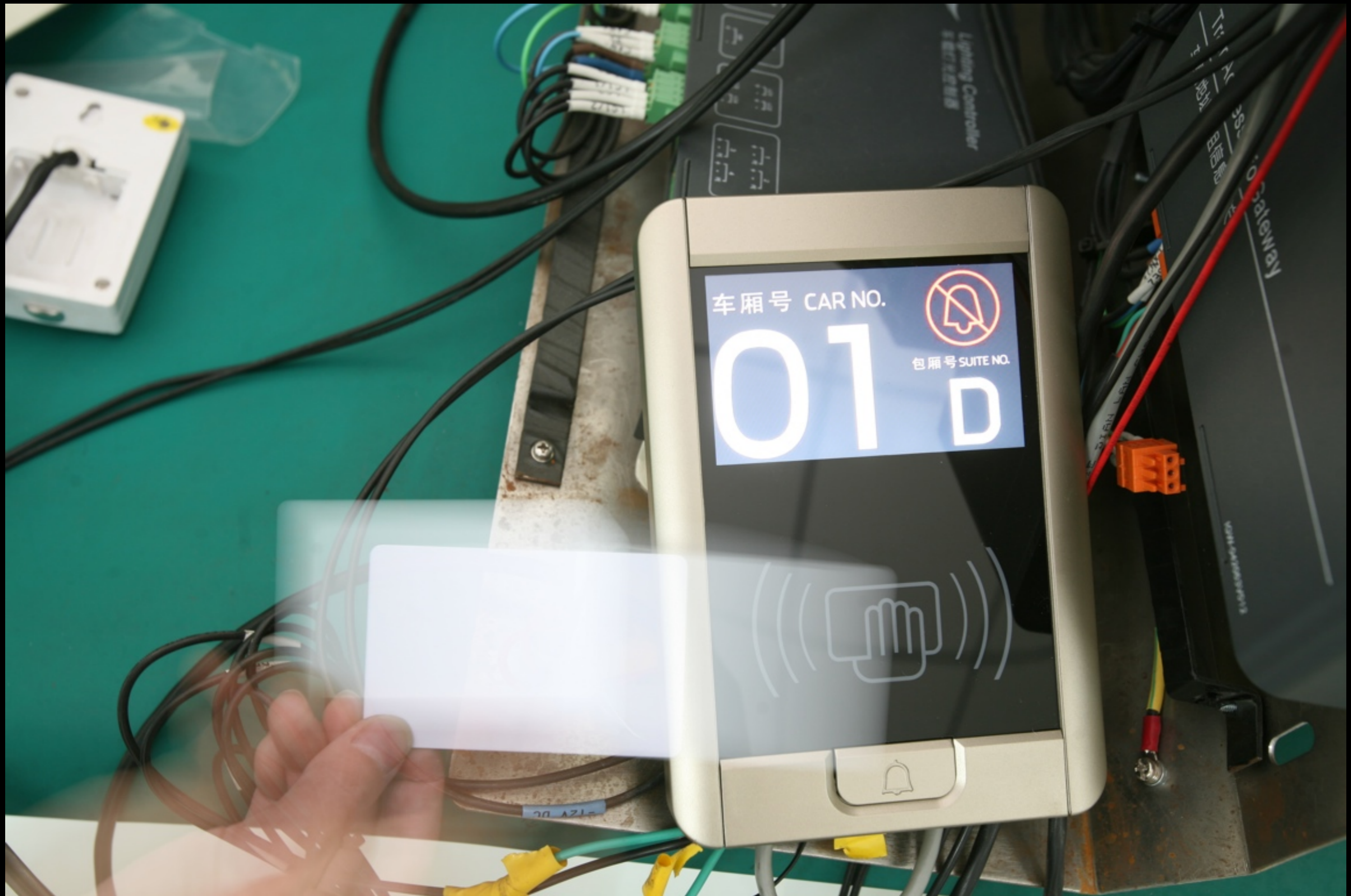



BSP No.: 783 72810640S
SEC No.: SEC-783-OTH-OFTS-A0720
Equipment Name: door lock key
门锁钥匙
Company: Beijing SecMicro System Technology Co., Ltd.




BSP No.: 783 72810736S
SEC No.: SEC-783-OTH-OFTS-A0750
Equipment Name: RFID card
房间钥匙卡
Company: Beijing SecMicro System Technology Co., Ltd.









BSP No.: 783 72810706S

SEC No.: SEC-783-OTH-OFTS-A0290

Equipment Name: media hub

媒体集线器

Company: Beijing SecMicro System Technology Co., Ltd.







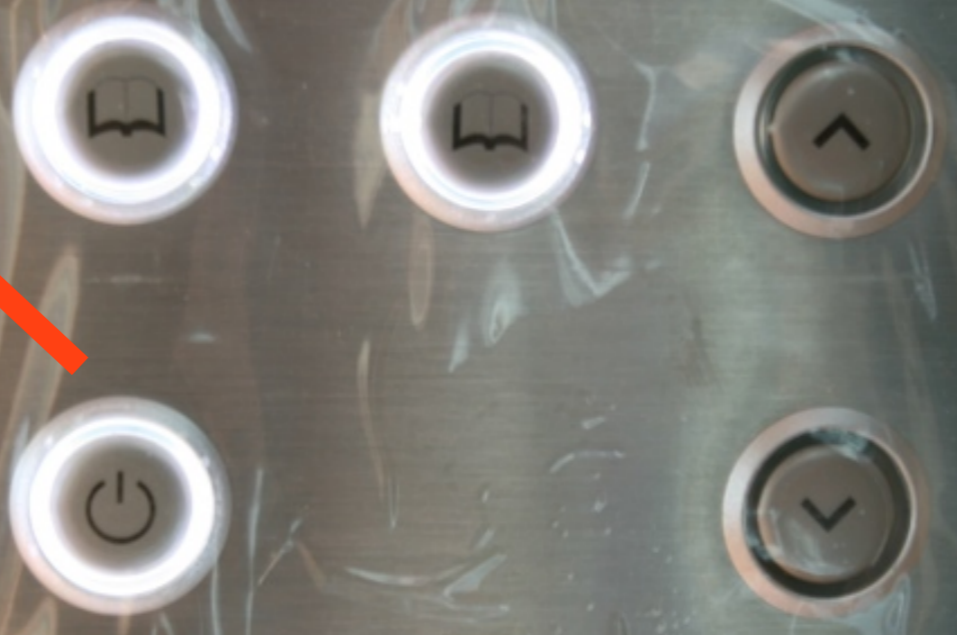
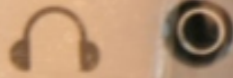


灯控系统
Light Control
System

USB
Power



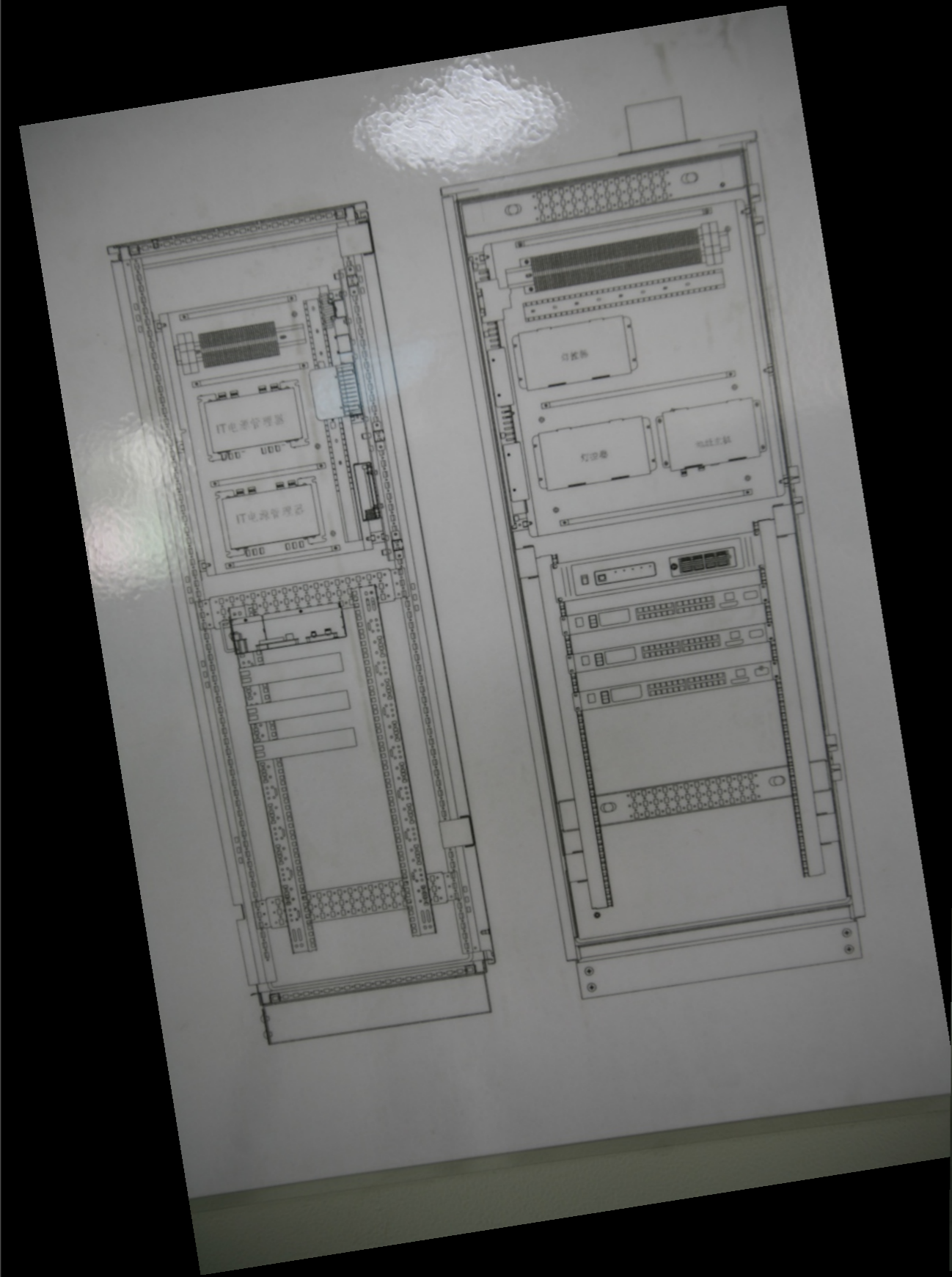
Headphone
Socket





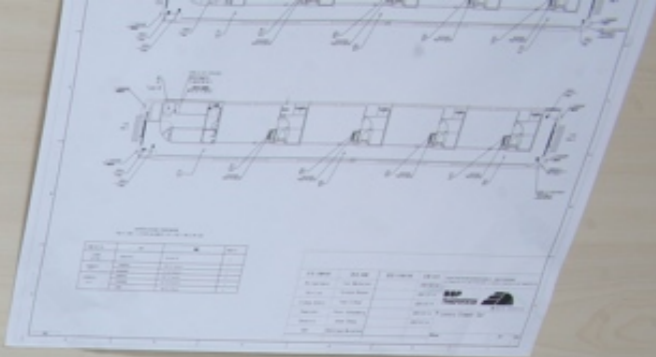












4. The Heavy Duty Stuff...





THINK
IF YOU DON'T KNOW
DON'T DO
如果你不明白
就不要去做。











The QCC

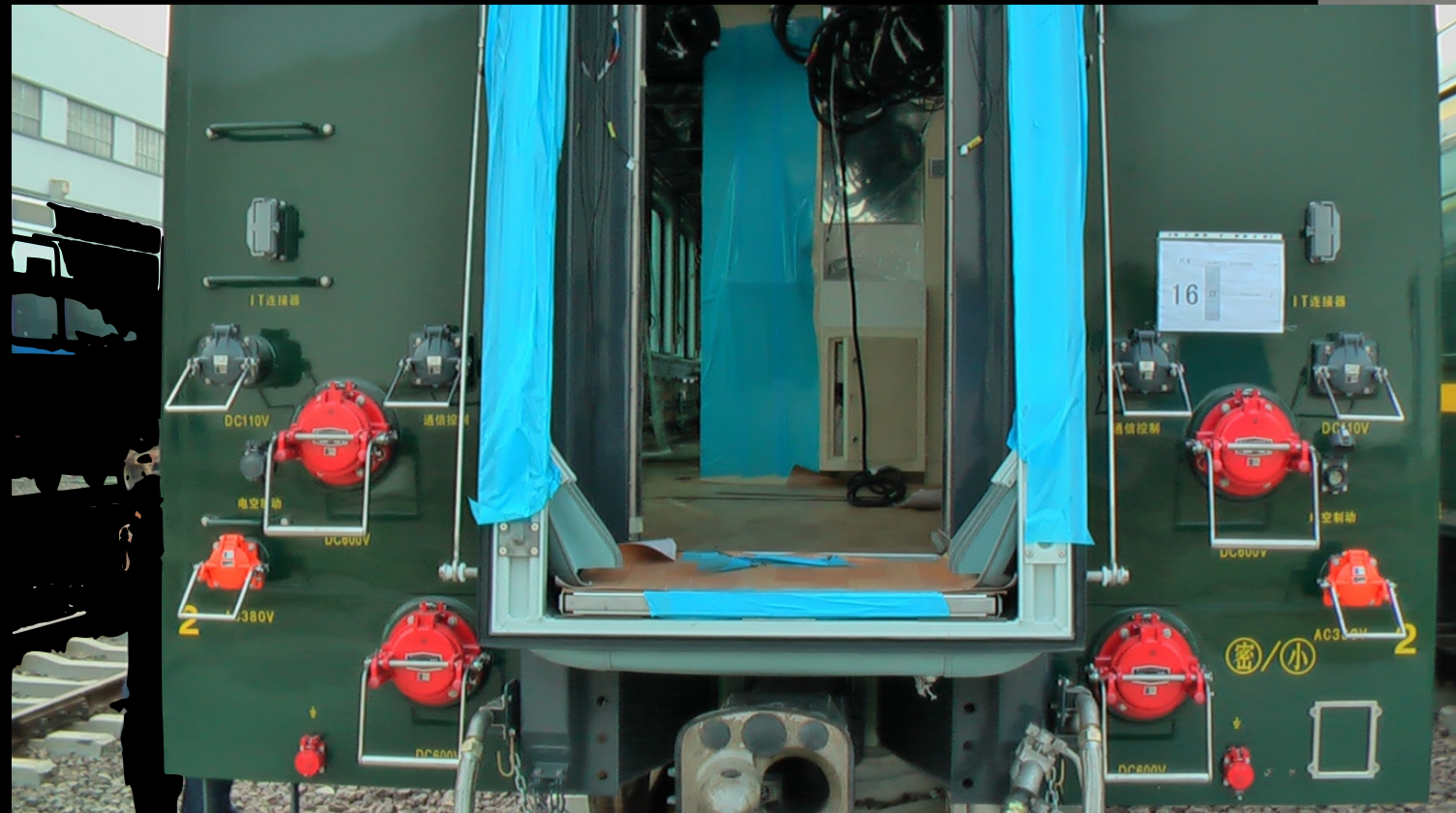
25	26			
82810106S				
Network cable(exceeds category 5e)				
线型编号	25			
单车用量	A	B	C	D



地板夹层用料
半成品区




BSP No.: 783 72810761S
SEC No.: SEC-783-OTH-OFTS-A0670
Equipment Name: Connector
连接器
Company: Beijing SecMicro System Technology Co., Ltd.



A long list of Firts & BIGGESTS

- ✓ First VoIP network on a train [in China]
- ✓ First Wireless VoIP network on a train [in China]
- ✓ Largest IP network on a [passenger] train [in China]
- ✓ Largest amount of [Cisco] Switches and Routers on a train [in China]
- ✓ Largest quantity of Cisco 7970 IP phones on a train [in China]
- ✓ Largest Micros Point of Sales network on a train
- ✓ Largest Micros Point of Sales network on a train using hand-held terminals
- ✓ Only Micros Point of Sales system using only hand-held terminals
- ✓ Largest quantity of CAT5e cabling on a train [in China]
- ✓ Largest deployment of Hand-held terminals on a train [in China]
- ✓ First and largest wireless VoIP network on a train for Staff
- ✓ Largest deployment of Wireless access points on a train [in China]
- ✓ Largest amount of data ports on a [passenger] train [in China]
- ✓ Largest deployment of soft-phone VoIP client on a train [in China]
- ✓ Largest deployment of RFiD door locks on a train [in China]
- ✓ First passenger train [in China] to deploy Guest gadget docking stations for playback of PMP/PC/Camera etc.



The Future of Hotel Technology

THE HOTEL OF TOMORROW PROJECT

THE PROCESS

The Hotel of Tomorrow Project is the brainchild of Getys and *Hospitality Design Magazine*. A team of more than 50 minds from 19 companies held a first-of-its-kind two-day ideation session the

Leadership Summit

Design consultants

is challenged to

hundreds of ideas—

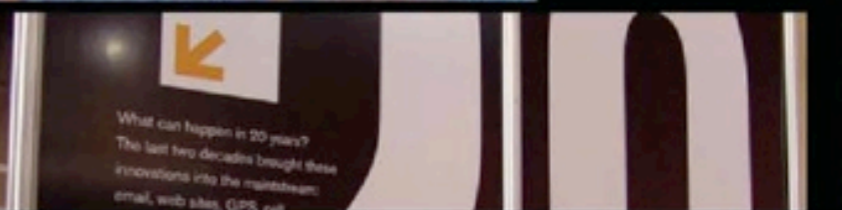
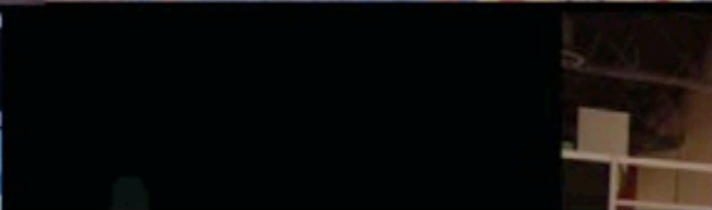
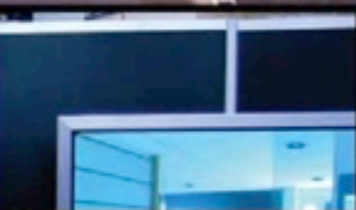
owners' areas of

anything from

to entertainment

by selected

for this exhibit





Variable Room Rate



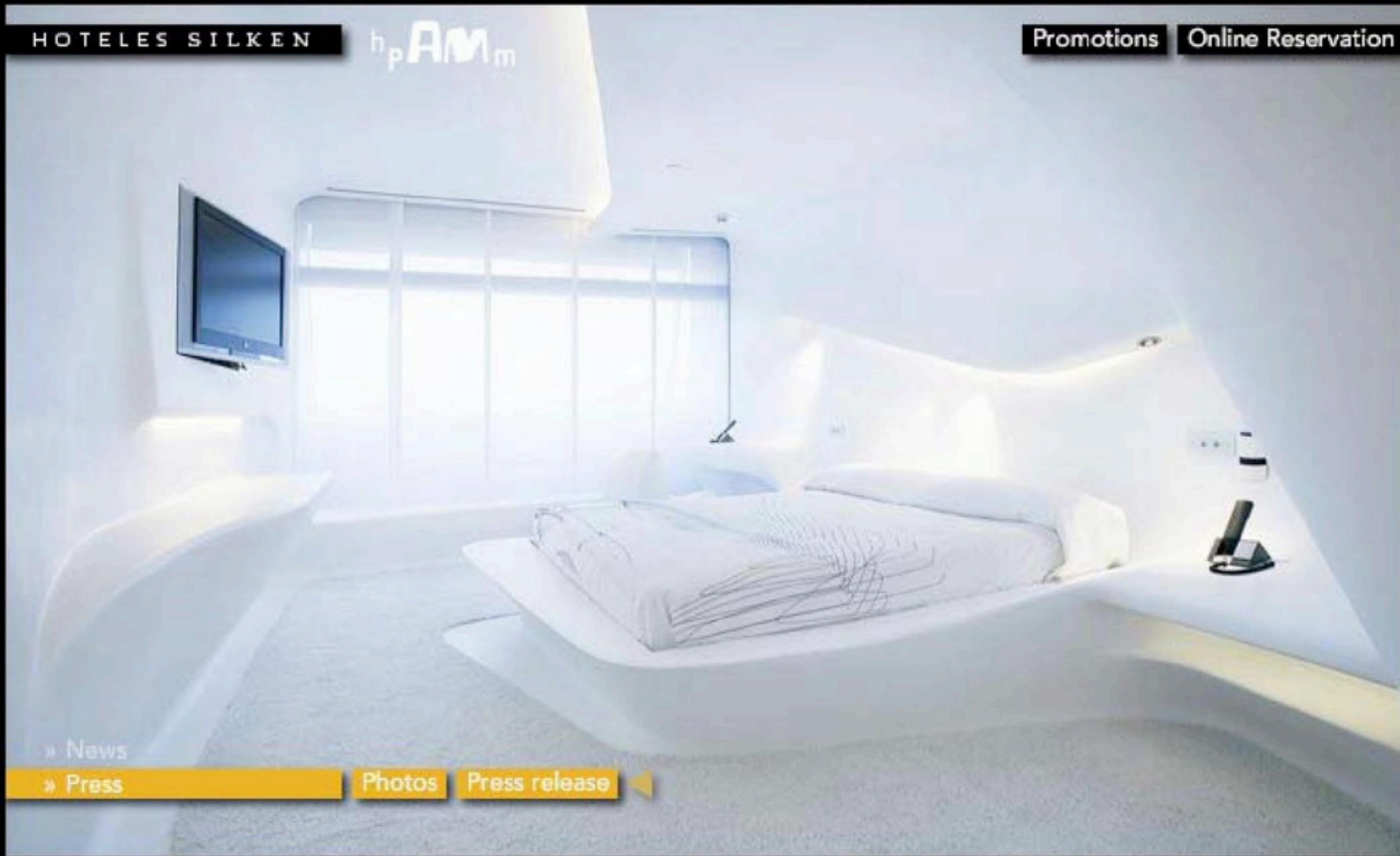
Kevin Richards

HOTELES SILKEN

h_pAM_m

Promotions

Online Reservation



» News

» Press

Photos

Press release





POWAIRPACK





POWERPACK





BOTLER



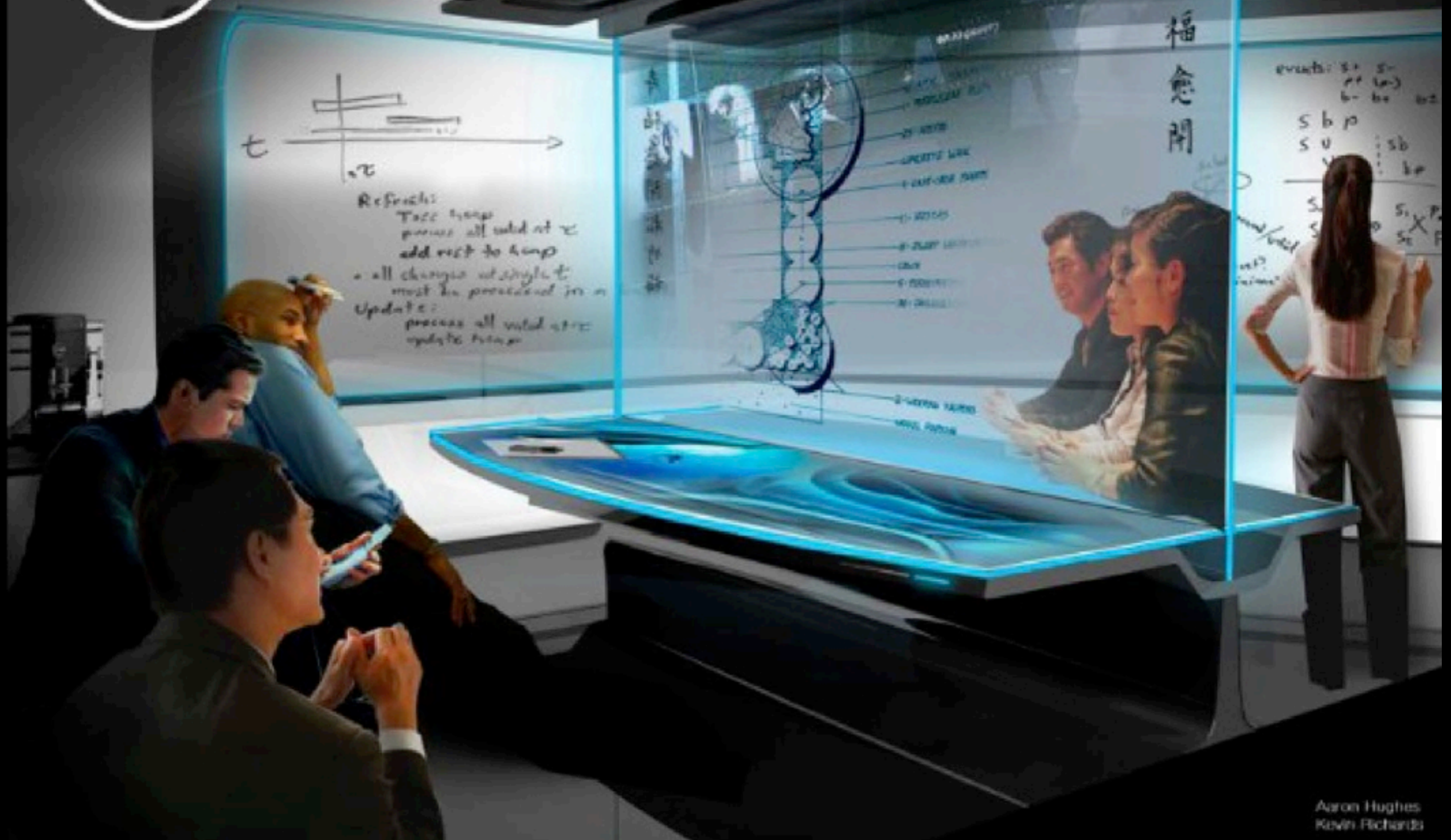


KineticCORRIDOR



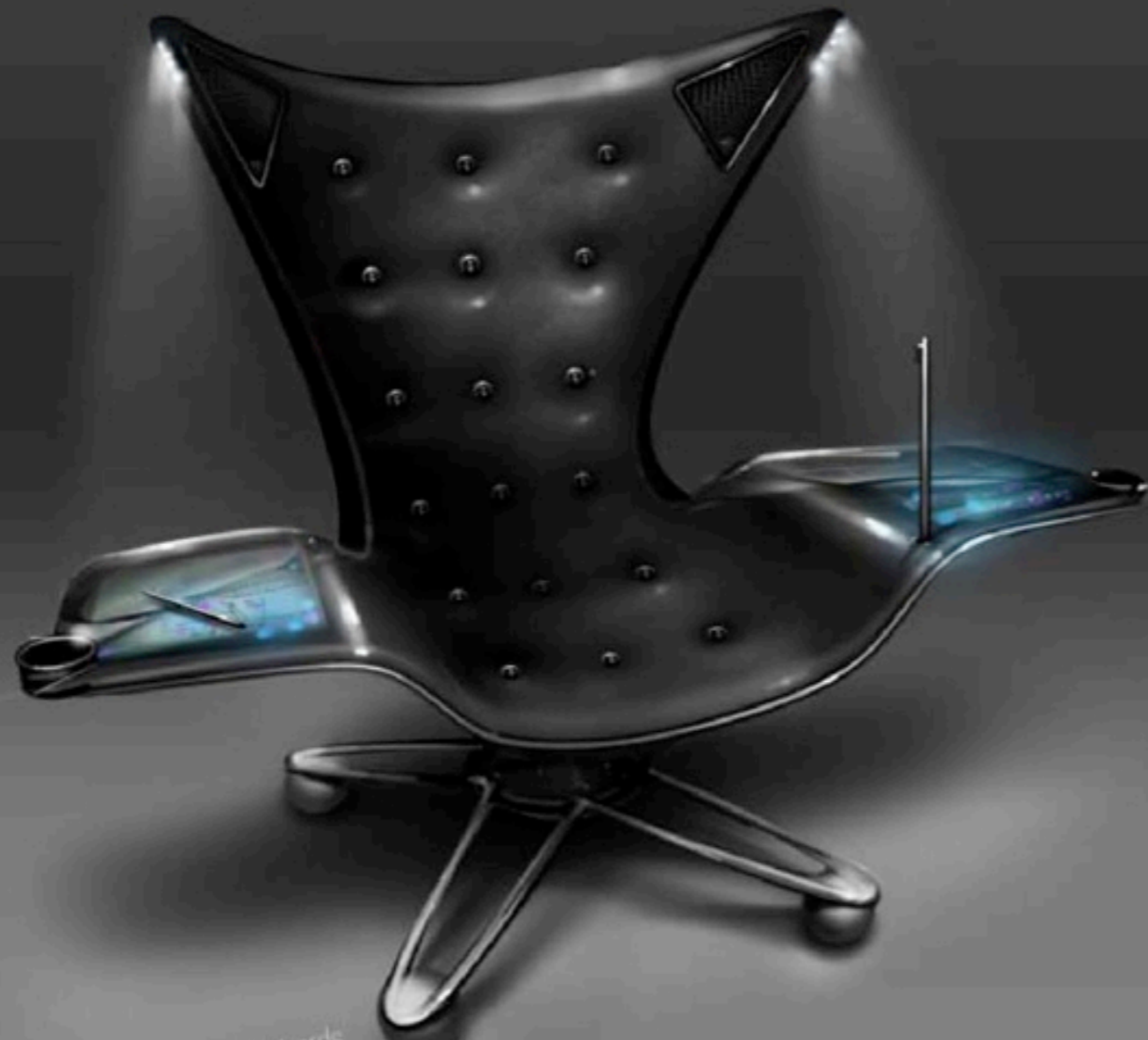


MEETING 2.0



Aaron Hughes
Kevin Richards





Kevin Richards

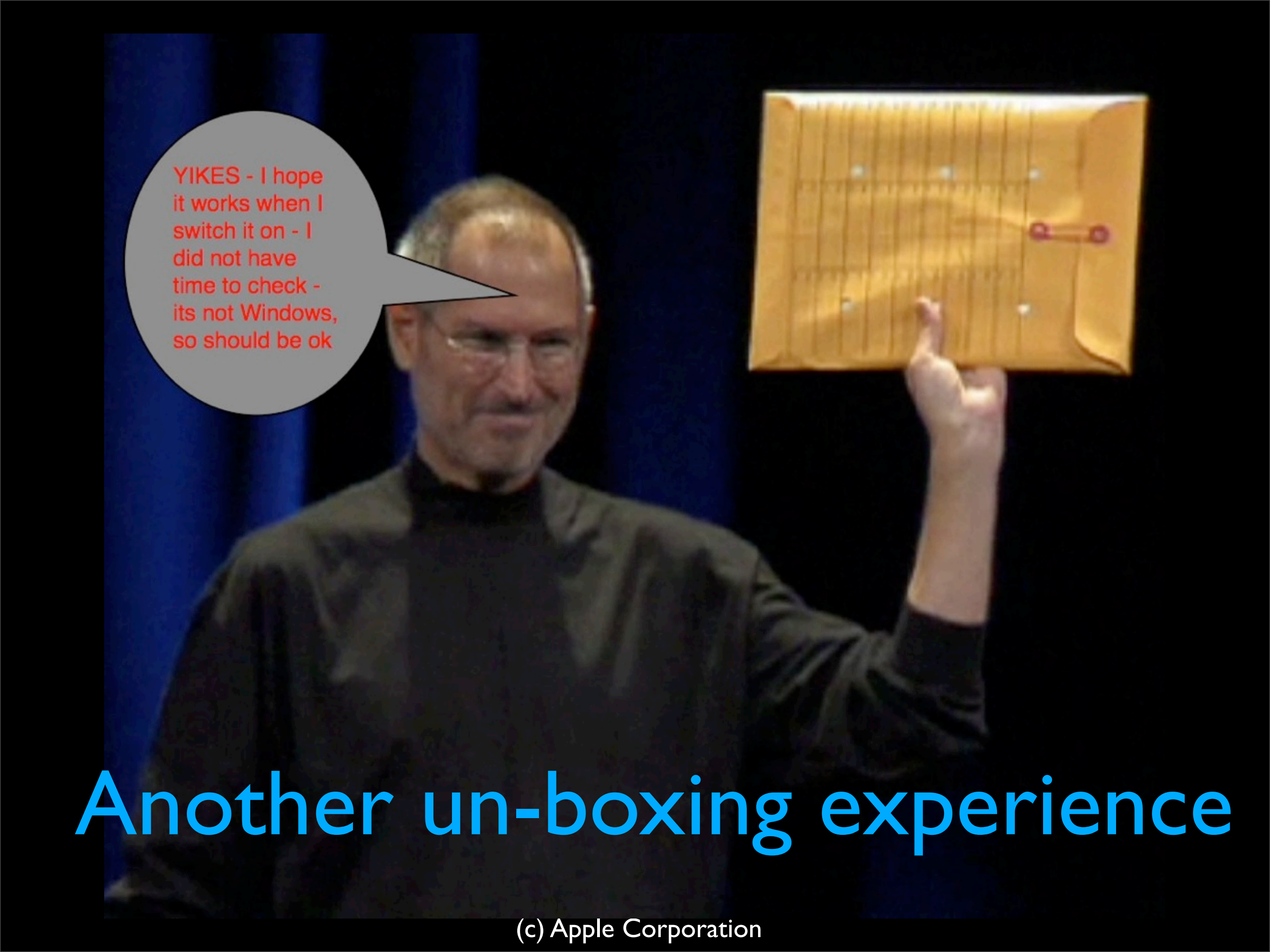


Size matters



How will life
be affected by
the NEXT-
GEN?

Life Changing Events

A photograph of Steve Jobs, wearing his signature black turtleneck and glasses, holding a gold-colored rectangular box. The box has a red latch on the right side. A speech bubble is overlaid on the left side of the image, containing text in red. The background is a dark blue curtain.

YIKES - I hope
it works when I
switch it on - I
did not have
time to check -
its not Windows,
so should be ok

Another un-boxing experience



Life Changing Events

档案袋

姓名 _____ 性别 _____ 民族 _____

籍贯 _____ 省 _____ 市(县) _____

编号	名称	件数	页数	编号	名称	件数	页数
1				11			
2				12			
3				13			
4				14			
5				15			
6				16			
7				17			
8				18			
9				19			
10				20			

档案号





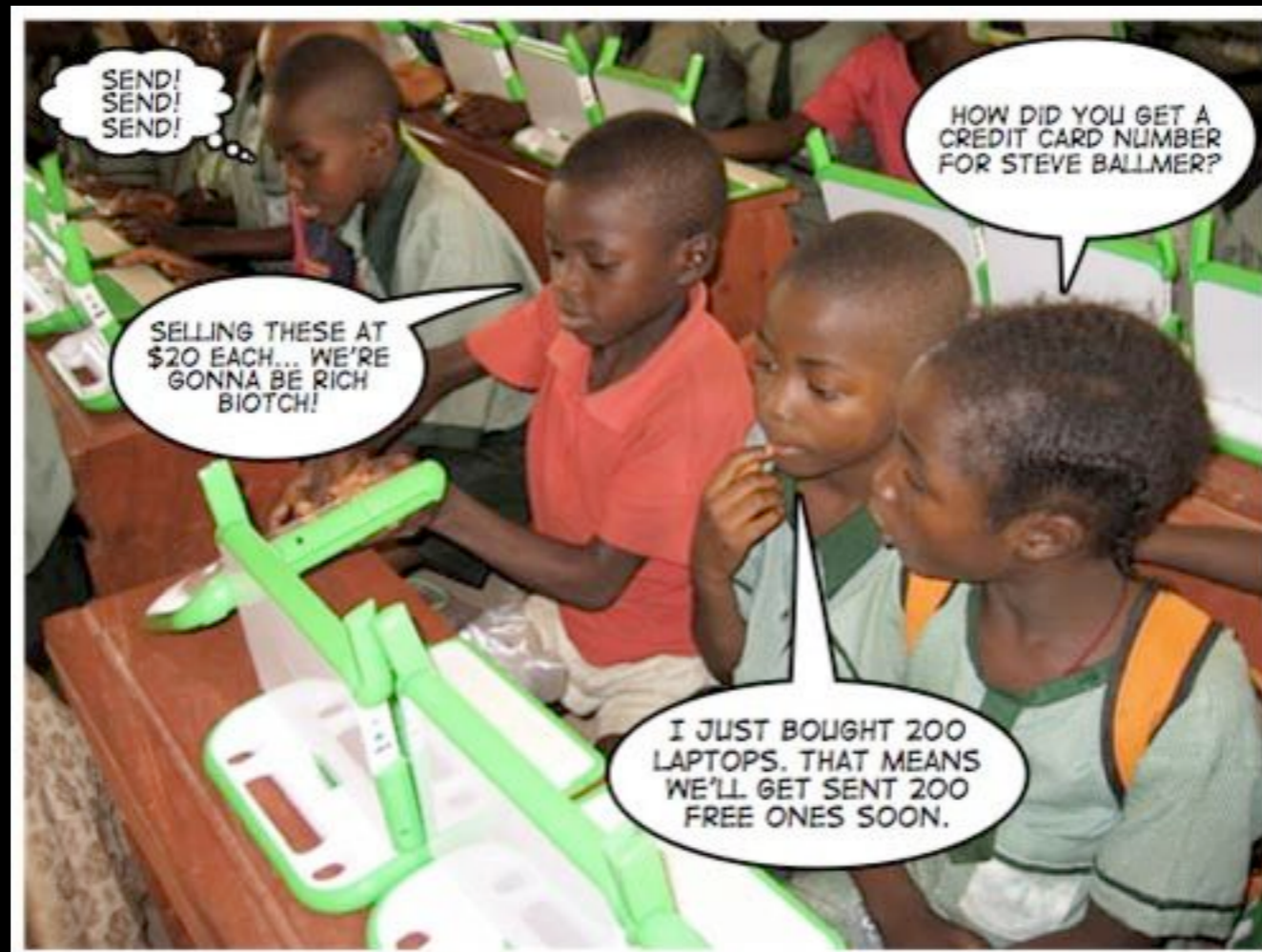


one
laptop
per
child











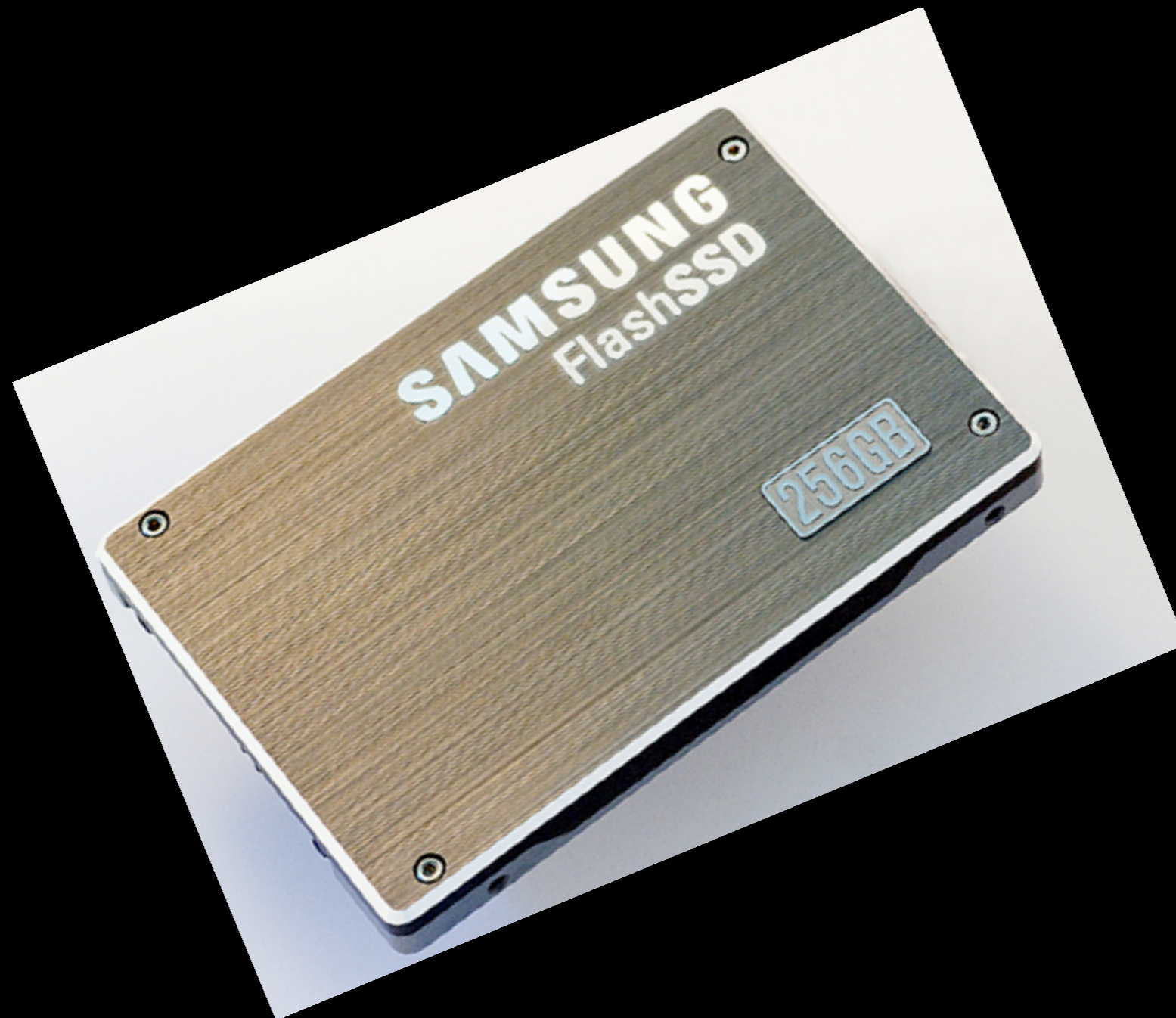
How do we
predict the
future?

Windows 7 Touch Computing



Desktop PC with touch technology from
Tyco Electronics Elo TouchSystems

The end of hard disks...



THANK YOU!

terence@pertlink.net

pertlink.net

wiwihblogs.com/terence/index.html