

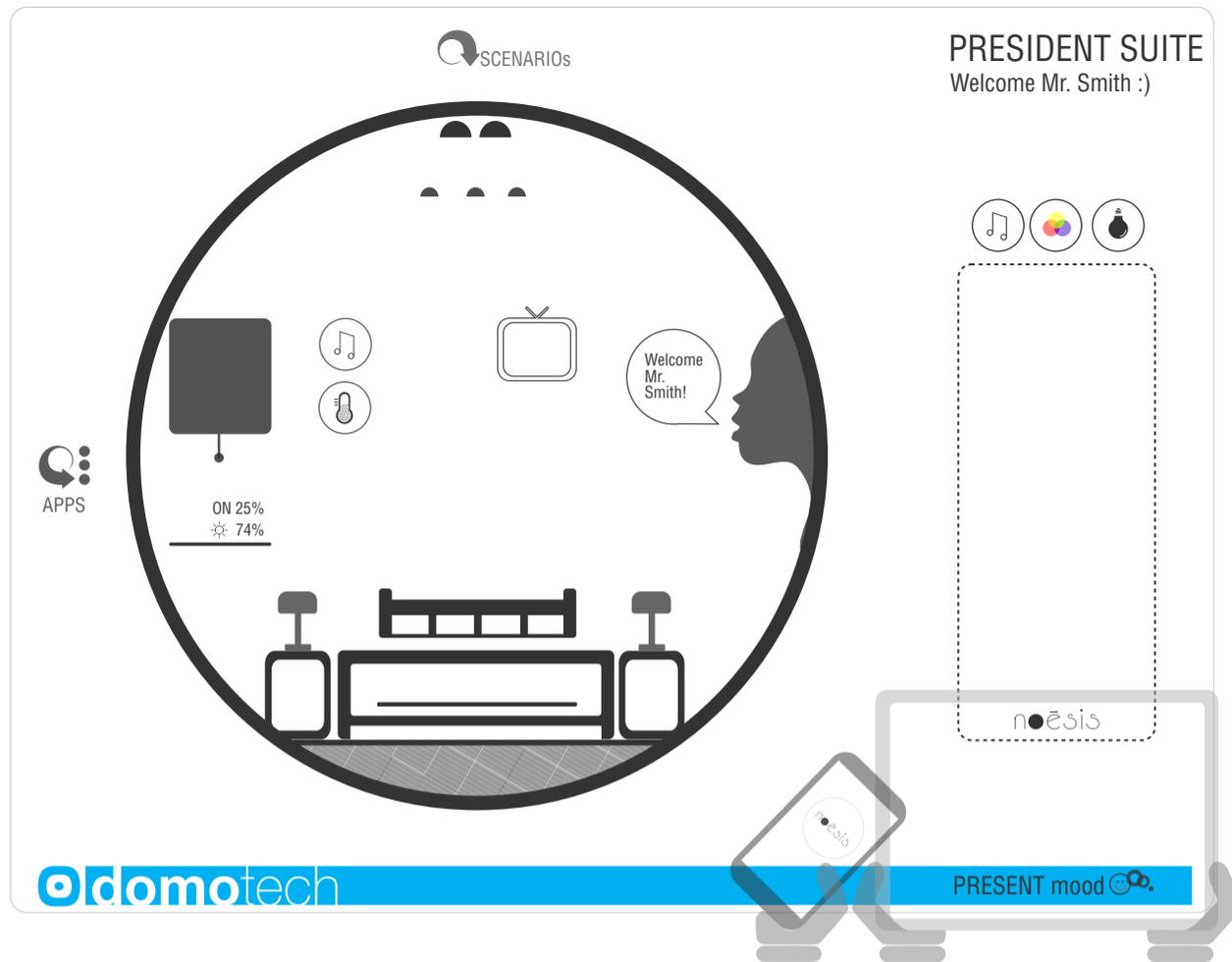
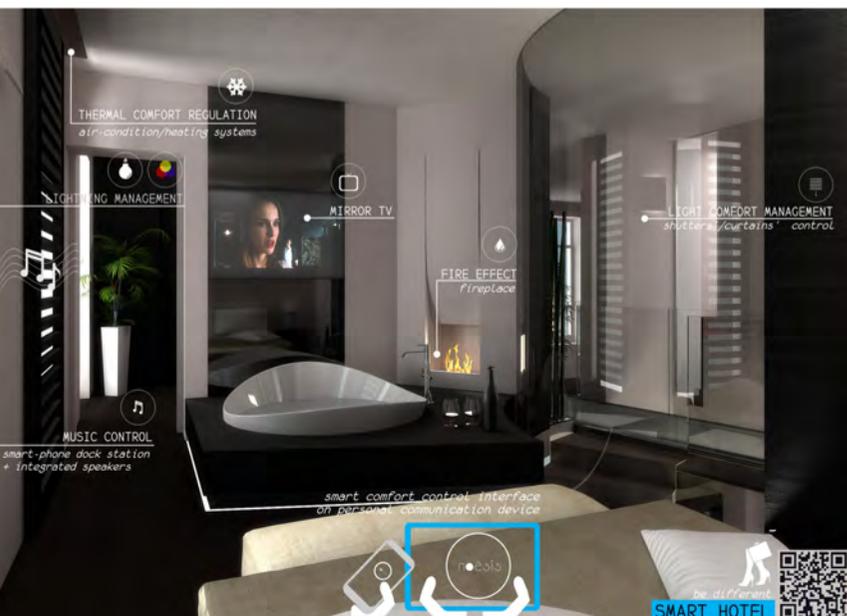
Domotech supported the recent tour of Hotel Innovation Technology, a series of study days to explain how technology can help the renewal of Italian hospitality industry.



May 2014 – Domotech, the new 100% Italian company offering innovative solutions for the management of environments, supported the itinerant H.I.T. training event dedicated to the protagonists of the hospitality network. The tour, which so far has touched Milan (20 May) and Rome (28 May) and which will also hit Venice and Turin, aimed to offer ideas and thoughts on the subject of renewal of hospitality offers.

Mauro Santinato of Teamwork, the organiser of the tour, explained: “Italian hospitality is still very traditional, in style as well as in management, and still very mom-and-pop. Technology can do a lot: improve management, cut costs, and also provide guests with a better experience during their stay. We’re not talking about technology for technology’s sake: it’s a tool for the comfort of guests, to be used by managers”.

Eros Ghezzi, Managing Director of Domotech, explains the reason of Domotech’s presence at H.I.T.: “Domotech offers innovative solutions for the household, and this obviously applies to the hotel world as well. We wanted to share our vision of technology applied to this sector with our lecturers, managers and IT managers of different hotel chains”. Domotech’s proposal for hospitality meets guests’ requirements, as explained by Ghezzi: “Virtually, everyone is quite familiar with personal communication device (smartphone/tablet), and Domotech wants to offer technology as a tool, without overwhelming users. Simple usage, in line with users’ habits, is an additional way to make them feel at home, pampered, and to increase their satisfaction and loyalty for the hotel”.



## But what is Domotech's recipe for the world of hospitality?

According to Eros Chezzi, “We believe that **technology should be used**, first of all, **to increase guests' comfort and satisfaction. With a single touch from their personal communication device, they can adapt their rooms to their personal needs, create scenarios, and feel at home. For instance, they can alter lighting, regulate temperature, listen music, optimise their suite to watch a movie, or request services from the staff, from an aperitif to laundry services.**

From the point of view of managers, **automation can bring several benefits**, such as better power management (in particular when we consider that electricity is 30% more expensive in Italy than in the average of other EU countries): **reducing energy waste, using renewable power sources and combining them with the usual power suppliers, monitoring consumption** and setting automatic and temporary blocks in case of power surges. Needless to say, being able to add an adjective such as **“green” to a hotel may be sufficient to improve its appeal.** We also think that technology should surprise guests a bit, but in a discreet, never invasive manner. We want to surprise them when they find, in their hotel, all the comforts they are used to, possibly in an even more pleasant manner”.

Domotech will welcome its partners and explain, in further detail, its own proposals for the world of hospitality, during the next H.I.T. event, to be held in Venice on October 29<sup>th</sup>, at the Garden Inn Hotel. In the meantime, Domotech will be glad to host anyone who wishes to know more about the technologies for the places where we live, at its own show-room at Pioltello (Milan), in Via Monza, 59. There visitors can touch the endless and always new solutions that technology can give us for a better, safer life.

