

Can we stay
another week, Dad?

Taking hospitality to the next level –
with integrated solutions from Siemens.

Answers for infrastructure.

SIEMENS

Contents

One partner for all your needs and goals	4
Guest Comfort	6
Safety & Security	8
Energy Efficiency	10
Cost Management	12
Portfolio overview	14



How can technology support us to make our guests feel at home?

Shaping the future of hospitality. With Siemens.

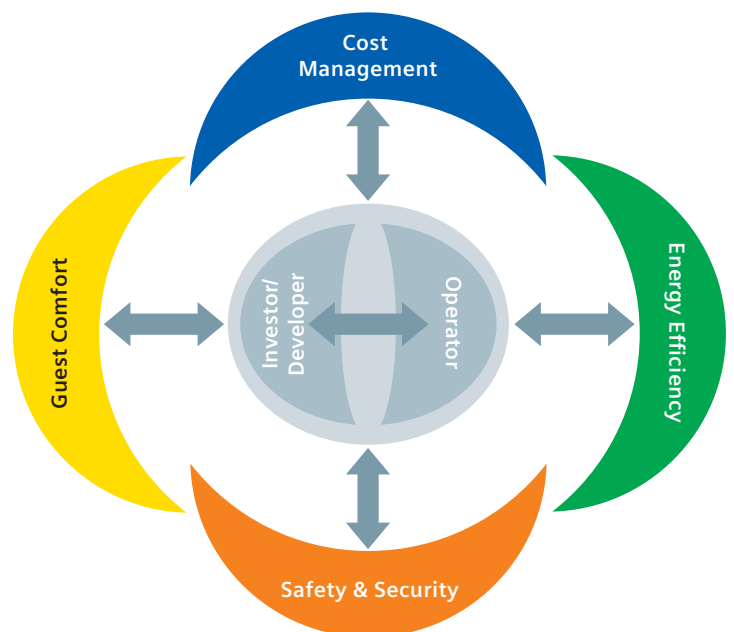
A warm welcome! You make your guests feel at home by offering special hospitality, service, and comfort. We support you with the same dedication you show them. Whether outside or inside, in the parking garage, rooms, restaurant or conference area, Siemens ideas, technologies, and solutions make sure that your guests feel safe and well taken care of. They help your staff work together as a smooth service team, and help your hotel become greener and more profitable at the same time. Together, we do everything to make your hotel a place your guests will return to, again and again.



Siemens One – one partner for all your needs and goals.

Comfort, security, environmental compatibility, cost efficiency – your hotel has to do a lot.

Imagine you can bring all technical components in a dialog to trigger processes via mouse click and provide real-time information throughout your various service departments and function areas – a dream? We at Siemens can help you achieve this integration better than anyone else. Siemens One offers you everything from a single source.



Siemens understands the four hospitality megatrends and addresses the resulting challenges with an integrated Siemens One portfolio and a focused Customer Account Management approach.



■ **The expertise of a global company for your entire industry**

With Siemens One, we have bundled the integrated technology portfolio of Siemens and focused it on providing comprehensive support for clients in key industries. One of those industries is hospitality.

Of course, an approach like this requires absolute focus on customers via key account management, solid market expertise, and technical excellence. Based on our world-class portfolio, we configure tailor-made solutions for greater guest comfort, safety and security, energy efficiency, and lower operating costs around the globe. Precisely tailored to your requirements for infrastructure, back office, and guest functions.

■ **Globally present and always close by**

No one is more important to us than you. To meet your needs, we draw from the values we stand for – innovation, reliability, and expertise. With global and regional account teams and an organization that is tailored to the hospitality industry, we are always close by – as your technology partner, supplier of turnkey solutions, and service provider for all electronic and mechanical equipment.

■ **You are in good company**

Experience is what counts in the hospitality business. Whether for new construction or modernization, with Siemens you benefit from our broad base of expertise. Our solutions are at work in almost 6,000 hotels in the full-service segment, and over 25,000 hotels in the mid- and limited-service segment. Whether you operate a hotel, casino, leisure park or cruise ship – why not take advantage of our extensive experience?

“What I have learned in many conversations with our customers everywhere in the world is this: They want Account Managers who understand the customer’s business, Account Managers who coordinate the entire breadth and depth of our portfolio for them, and more than anything else, they want Account Managers who don’t let them down if the going gets tough.”

Peter Löscher, President and CEO Siemens AG

Anticipating guests' wishes is essential to first-class service levels. How can you do this? With the invisible butler.

You know how to recognize and meet your guests' unique wishes. But you also need technology that acts as the perfect assistant to you and your guests. A technology that is always there, fast and transparent. So you can meet your guests' every wish – while taking cost efficiency to the next level.

■ How to be the invisible butler

Networked, high-comfort guest solutions from Siemens make it easy for your staff to react proactively, quickly, and attentively to requests, complaints or alarms. The guest may complain about a defective air conditioning unit in his room, for example. The operator immediately contacts the appropriate service department. A mobile "service runner" receives a ticket on his mobile device and takes the necessary action. Silent coordination like this creates a smooth service chain.

And how do you find out whether your guest was satisfied? In real time, of course. Thanks to tracking and reporting, you always know what your guests want, how quickly their wishes were taken care of, and whether all technical systems performed properly.

■ A room climate that works for your guests – and for the environment, too

Offer your guests all the comfort they expect, and save energy and costs at the same time. With intelligent solutions from Siemens, you can set a variety of comfort levels such as "economy", "pre-comfort", and "comfort", depending on whether the room is currently empty, being cleaned or is occupied. Movement sensors and registration of window contacts eliminate the possibility of control error.

■ Always illuminated

You know better than anyone how important lighting is for the well-being of your guests. We have developed elegant, energy-efficient solutions to help. For example, you can set up pre-defined light scenarios for different types of room functions. With LED-based atmospheric lighting, we offer a key component for enhanced guest comfort levels. Outside, we help showcase your hotel in the best light, from high-tech LED lighting for the building envelope to multimedia integration using high-definition LED boards.

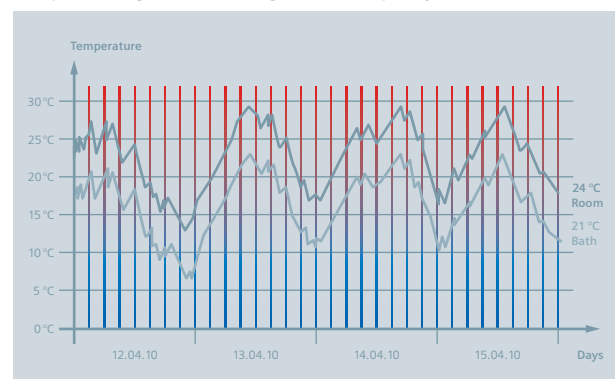
Did you know that ...

... due to changes
in corporate travel policies,
the average length of stay
is supposed to increase from

1.4 days to
3.6 days mid-term?



Temperature gradation along room occupancy status



**How did they know that
we like cartoons, Dad?**



How can your guests feel safe but not inconvenienced by safety equipment? With smart protection.

Your guests entrust you with many things – their cash and valuables, as well as their own safety. These are just as important as the safety of your staff and your company. Siemens helps you protect people, assets, and processes – whether from fires, unauthorized access or terror attacks.

■ Access – unobtrusively controlled

Your hotel should be secure, but should not be a fortress. Striking this balance is a job for integrated access control solutions from Siemens. You can rely on us to intelligently network technologies and embed them into the service routines of your staff. This covers everything from camera monitoring of unauthorized access attempts to escalation processes in case of terror attacks.

■ Intelligent Response – safe evacuation

Your guests want to be protected from fire, but not harassed by false alarms. Fire detection systems from Siemens, with our Genuine Alarm Guarantee, offer the right solution.

In the event of fire, it may be necessary to evacuate parts of the hotel. The first priorities are speed and calm. The blinds are automatically opened to facilitate rescue through the windows. Clear voice announcements ask guests in their respective language to leave their rooms, while the rooms' TV sets also display the evacuation map. Illuminated points show the way. All elevators are

switched so that they will only go to the entrance. Revolving doors are completely open. Video monitors show your security personnel immediately if a guest is having difficulties, so they can help without delay. Thus, networking helps ensure orderly and complete evacuation.

■ Personal data always well protected

Despite high security, guests' privacy must always be ensured, and in particular their personal data must be protected. Here again, Siemens offers innovative solutions, from online data security to storage of guest profiles on a member card without backup. Let's talk about the right combination of security and privacy!

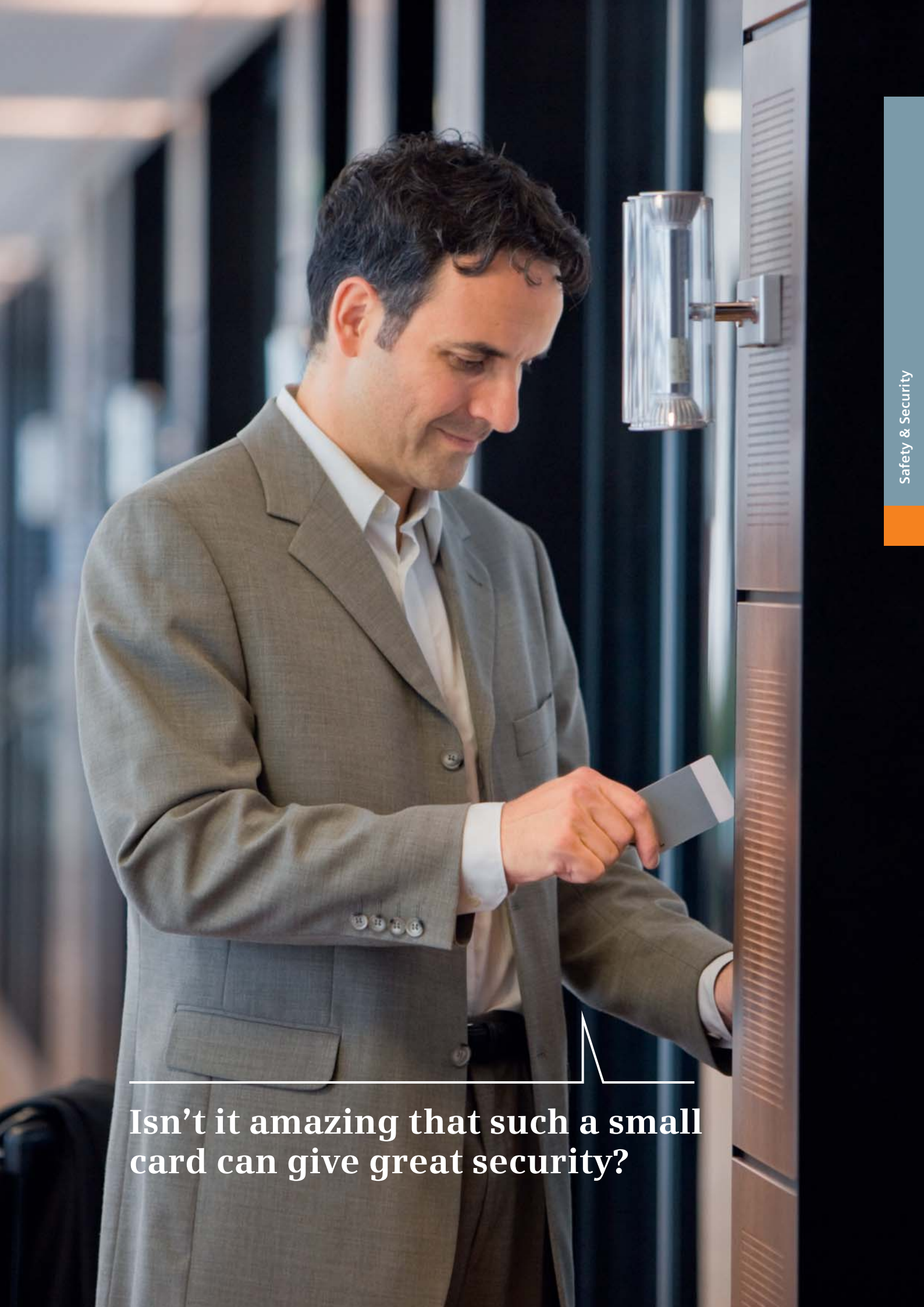
■ Power supply – secure and uninterrupted

Power is the lifeblood of your hotel operation. As a global leader in electrical engineering, we can ensure that you have a secure, uninterrupted power supply, tailored to the requirements of your functional areas. If you also want to avoid expensive peak time rates, produce your own electricity and feed it into the grid, then we should talk about your Smart Grid.

Did you know that ...

... almost **25%** of all
travel managers will book
only hotels that meet
high **safety** standards?





Isn't it amazing that such a small card can give great security?

How can you meet environmental regulations without major investments? With an energy-efficient concept.

The future belongs to the energy-efficient hotel. Energy efficiency demonstrates responsibility, improves a hotel's image, and delivers substantial cost savings. The special challenge is to achieve a long-term reduction in energy consumption while continuing to provide guests with the high level of comfort they are accustomed to. Solutions from Siemens let you do both, and they don't even require upfront investment if done within the framework of a performance-based business model.

■ Measure, control, and reduce energy consumption

One approach to combining comfort with reduced energy use is the dynamic control of temperature and lighting. If there is no one in a guest or function room, the amount of heating or cooling can be reduced without sacrificing comfort. This can result in 20 to 30 percent lower overall operating costs.

Siemens also offers interesting potential savings with single room metering. These intelligent room solutions measure guests' individual water and energy use in real time. Particularly energy-conscious guests can be rewarded with loyalty points that can be used for discounts or premium services. This encourages the guest to both act "green" and come back for another stay. Initial results with international hotel chains have confirmed the value of this concept, which also enables an easy benchmarking.

■ Save energy costs – without investing

Save energy and reduce operating costs without having to make an upfront investment – an attractive route to a greener future. Take this path with Siemens: We will plan, implement, and optimize the operation of your systems to achieve guaranteed energy savings. Refinancing is completely covered by the savings, so it is cost-neutral for you. In addition to the financial benefits, you also get a competitive edge in soft factors – "green" is increasingly a mark of quality on the international hospitality market.

■ Energy savings – always at your service

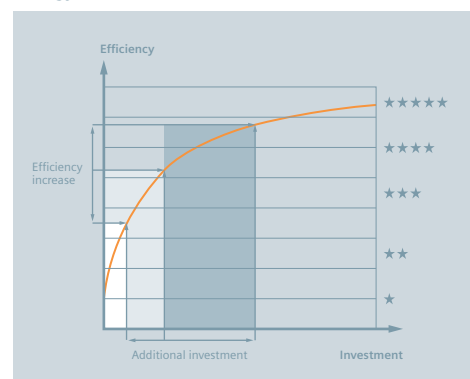
Any building technology vendor will offer you a service plan. Only Siemens offers you one that covers every aspect of your building's life cycle, with everything from a single source. One of the elements in this is our "Energy-Efficient Process" (EEP). With Siemens, you are always informed about the latest energy consumption data and trends. So you can take targeted steps to save energy – and this benefits both owners and operators.

Did you know that ...

... green buildings have
8 – 9%
 decrease in operating costs
 and **7 – 8%**
 higher value?



Energy classification scheme



Isn't it great that I get all these loyalty points due to my energy savings?



How can cost transparency result in visible cost savings? With an integrated strategy.

Take control of the most important cost driver in your hotel – operating costs. And we will help you do it with Total Building Solutions, making your building more intelligent and more productive. Higher energy efficiency goes a long way toward reducing major cost factors. Furthermore, our IT outsourcing services ensure economical operation at transparently calculable monthly rates.

■ Total Building Solutions – economical right from the start

Project developers and owners must meet their budgets, generate operating profit quickly, and increase the value of the real estate. Integrated planning has a positive impact on all three requirements as it facilitates a high level of system integration – in the form of Total Building Solutions (TBS).

TBS perfectly coordinates all the daily challenges a hotel operator has to face. The integrated communication of TBS allows for example to trigger, execute, and monitor service requests and room status data even on mobile phones, PDAs or remote networks. All aspects of guest comfort, safety, security, and energy consumption can be controlled from a single cockpit. Thus, measures can be initiated proactively. The additional positive effect: staff productivity can increase by up to 15 percent.

■ Energy efficiency – making green technologies profitable

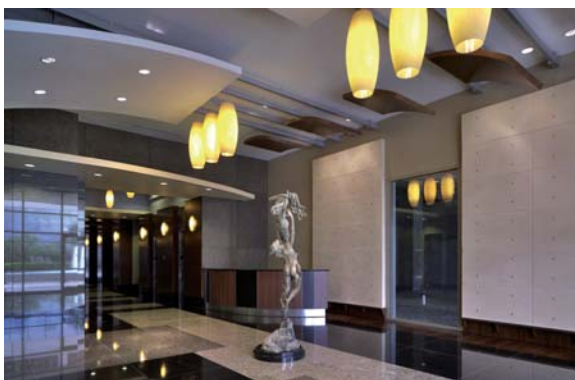
Investments in green technologies improve the average ROI by up to 6.6 percent and often quickly pay for themselves, especially through energy savings. Total Building Solutions makes it possible to control and analyze energy consumption throughout the entire infrastructure, and implement management decisions quickly. Permanent, automated tuning of set points and parameters aligned with operational needs enables up to a 25 percent reduction in consumption. In addition, the hotel itself can become an energy producer and actually earn money through the Smart Grid – a new technology for which Siemens is a driving force.

■ IT outsourcing – trust saves costs

With our outsourcing approach, you can always rely on the experience and know-how of our IT specialists. You decide how much you need us to do – all the way to handling of your business processes by our experts in our secure IT centers. You will benefit from the use of the latest technologies to significantly reduce your IT spendings and improve your operating costs. Outsourcing with Siemens provides you the right IT and process landscape that matches your business challenges.

Did you know that ...

... only **25%**
of the total costs in the life cycle of a hotel are for the concept, design, and construction – versus **75%** for operation?



A professional portrait of a man with short dark hair, smiling. He is wearing a dark navy blue suit jacket, a light blue and white striped dress shirt, and a blue and purple patterned tie. A blue name tag on his left lapel reads "MIKE ALLEN". The background is a blurred indoor setting with warm, yellowish lights.

Is there a way to get on track with transparent cost management?

React fast, efficiently, and hospitably – in any situation.

“What happens if...?” – In five sample scenarios, we show you what actions are initiated and in what order, how the relevant parties work together, and what technologies they use to communicate. Total Building Solutions, integrated right from the planning stage, makes it possible.

The result: satisfied guests, secure hotels, a good reputation, and high personnel productivity.



Driver	Use Case	Solution
<ul style="list-style-type: none"> • Guest Comfort • Energy Efficiency 	<p>Optimized room climate The guest would like to have constant, comfortable climate and light conditions. The operator would like to provide the highest level of comfort while also saving energy.</p>	<p>The Building Management System (BMS) intelligently optimizes climate and light settings based on the guest’s preferences and room usage patterns. The operator can centrally set “energy corridors” and temperature set points according to the room status.</p>
<ul style="list-style-type: none"> • Guest Comfort • Cost Management 	<p>Best possible service quality The guest expects quick, appropriate, and reliable responses to his requests. The operator would like to have cost-efficient and high productivity staff.</p>	<p>The guest can use any device to select a service. All individual service requests are automatically displayed on a central management station and forwarded to the appropriate service departments. The service execution gets monitored to guarantee service reliability.</p>
<ul style="list-style-type: none"> • Safety & Security • Guest Comfort 	<p>Guaranteed security The guest expects security, protection of privacy, and easy-to-handle security devices. The operator needs access to guest rooms for a wide range of services.</p>	<p>Room access devices communicate to other room devices, e.g. key card switches, movement sensors or window contacts. This “handshake” entails a central monitoring, controlling, and authorization of dedicated security procedures.</p>
<ul style="list-style-type: none"> • Safety & Security • Guest Comfort 	<p>Reliable fire detection and evacuation The guest expects reliable alarms and safe evacuation. The operator wants to avoid false alarms and to provide compliant evacuation.</p>	<p>The fire detection system is adapted to the special requirements of a hotel operation with a Genuine Alarm Guarantee. This ensures a dynamic and efficient evacuation of the guests. The system is fully integrated into the BMS to initiate all building infrastructure-related procedures.</p>



Technical Integration

The communication between all relevant applications like Property Management System (PMS), Building Management System (BMS), Hotel Site Cockpit (HSC), and room devices allows to centrally monitor, control, and influence all climate- and energy-related guest comfort modes automatically and manually (depending on authorization levels).

The guest's request can be centrally monitored and controlled through all devices (phones, room devices etc.). The communication between the PMS, BMS, and HSC allows a unique service loop integrating all service departments electronically to trigger, execute, and monitor service requests and room status data even on mobile phones/PDAs or remote networks.

The online door access control system can differentiate between various access cards (guest, service, technical team etc.) and reports the door locking status centrally. The various cards have different authorization levels for the use of room devices. An unauthorized access trial could trigger a central alarm, which automatically activates the video surveillance system and informs the in-house security.

The smart fire detectors can differentiate between smoke, heat, and CO. Hence, a shower steam will not trigger an alarm. In case of a real alarm, the fire can be located, guests are informed in various languages (hearing-impaired guests have special devices), TV sets get switched on to show the escape route, emergency lights show the emergency exits. The guests will be automatically contacted via phone, mass notification is initiated. In addition to country-specific safety regulations, the system is integrated into the BMS to trigger further events (e.g. shutdown of ventilation etc.).

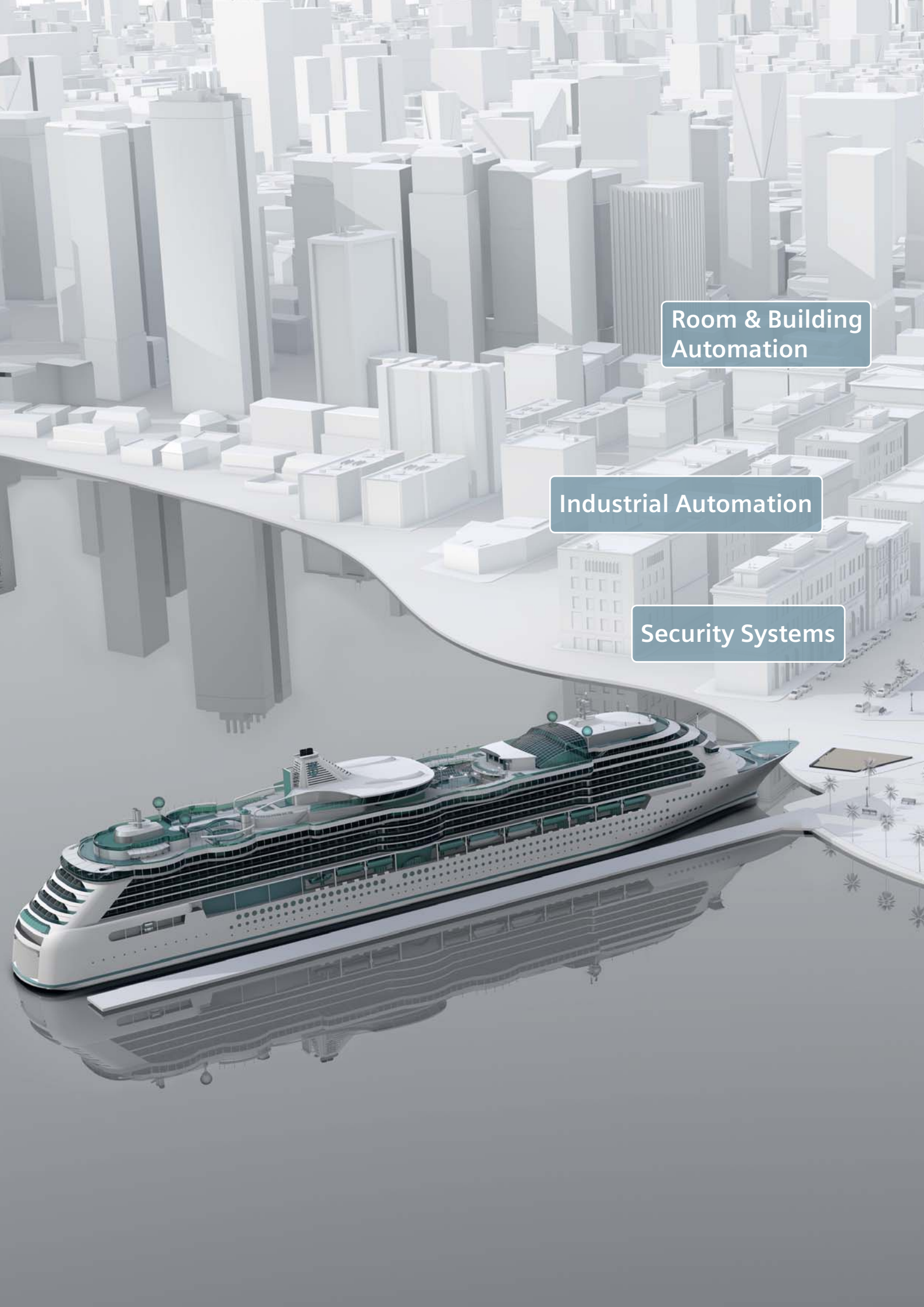
Benefits

- Best climate comfort
- Highest energy efficiency
- Integration of room usage patterns
- Easy-to-use applications

- Constant, reliable service quality
- Highest staff productivity
- Best management tool
- Highly integrated throughout all various building infrastructures

- Central monitoring of all security-relevant events
- Fully integrated into BMS and security system

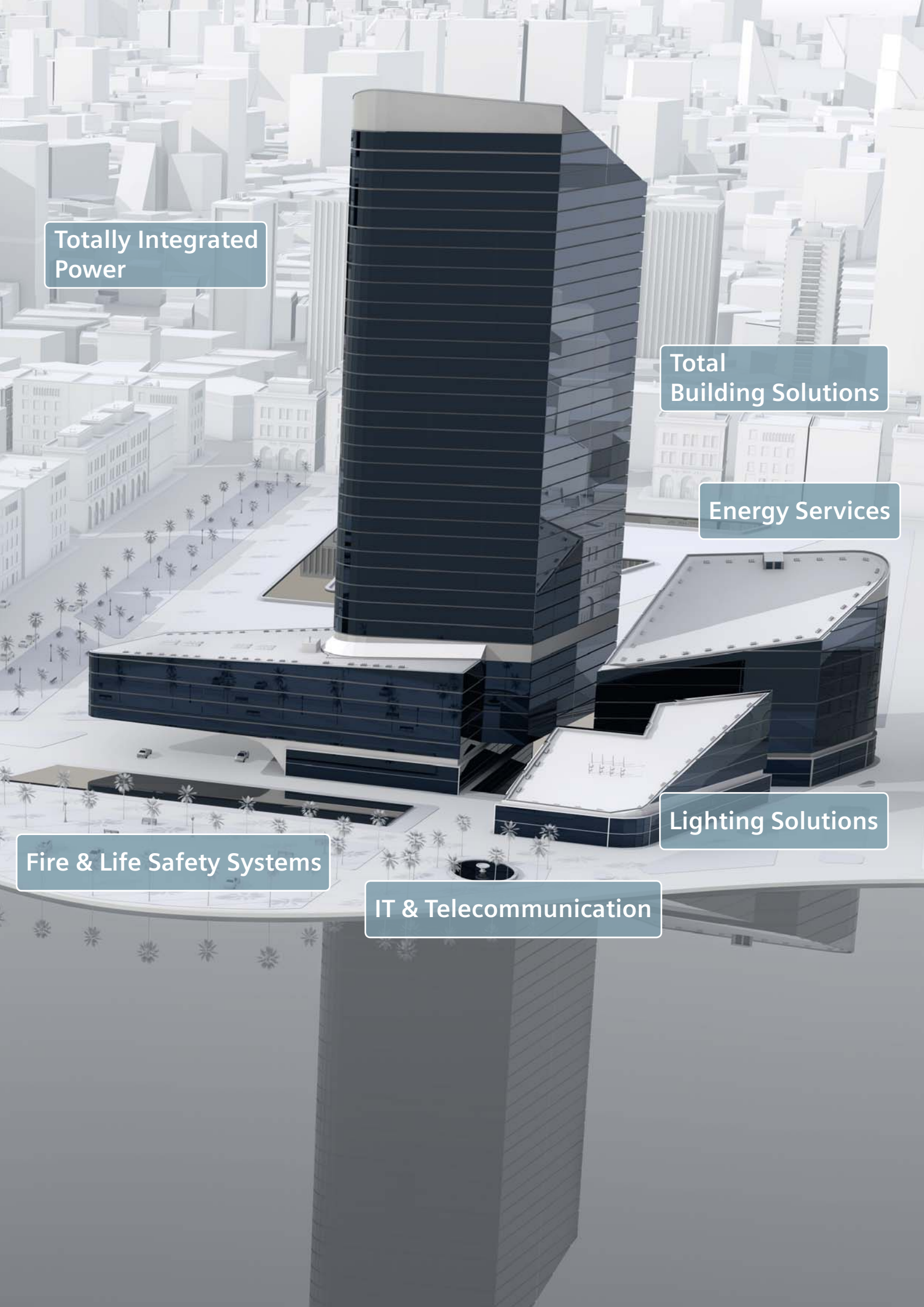
- Genuine Alarm Guarantee
- Intelligent Response (multimedia support, mass notification)
- Fully integrated into BMS and security system
- Compliance with safety regulations



Room & Building
Automation

Industrial Automation

Security Systems



Totally Integrated Power

Total Building Solutions

Energy Services

Lighting Solutions

Fire & Life Safety Systems

IT & Telecommunication

Siemens One Hospitality – your strategic partner

Food & beverage amenities

- HVAC control (incl. air quality control)
- Door access control (RFID or combined)
- Signage (information panels)
- Intrusion detection (wireless sensors)
- BMS-triggered "Opening Times Scheduler"
- Central lighting control via touch panels
- Flexible room share controls (HVAC, lighting)
- Single room metering (electricity, water, heat)
- Detection of fire, heat, smoke, CO (Genuine Alarm Guarantee)
- Evacuation and extinguishing (voice, signage)
- High-speed Internet access (wireless/VPN)
- Multifunctional IP phones (MWI, touch)
- Multimedia (entertainment)

Back of the house/Infrastructure

- HVAC control
- Access control (RFID or combined)
- Video surveillance
- Central lighting control via touch panels
- Metering (electricity, heat)
- Detection of fire, heat, smoke, CO (Genuine Alarm Guarantee)
- High-speed Internet access (wireless/VPN)
- Multifunctional IP phones (PDA wireless)
- Hotel Site Cockpit (card coding, operator, guest amenities, alarming, reporting, energy control, PMS interface)
- Danger management (fire control panels, evacuation)
- IT out-tasking/outsourcing
- Desktop services
- IT security
- Networks

Parking garage

- Integrated parking management packages (comfort, advanced, professional, and guidance)
- Access control systems (barriers, ticket dispenser)
- Manual pay station (server/PC)
- Automatic pay & display machines
- License plate recognition (video based)
- Detectors (single space detection)
- Parking guidance and control
- Signage
- Fire detection (smoke, heat, CO)
- Extinguishing
- HVAC control
- Intelligent lighting

Utility/IT rooms

- Medium-voltage switch gear
- Transformers
- Low-voltage switch boards
- Energy distribution
- Circuit protection
- UPS
- Switches and socket outlets
- Busway systems
- HVAC control
- Lighting systems
- Access control
- IT out-tasking/outsourcing
- Desktop services
- IT security
- Networks
- Video surveillance

Guest Comfort

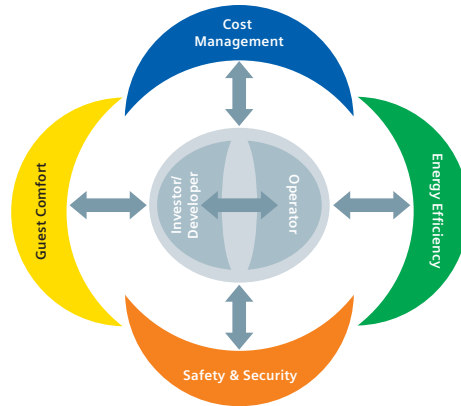
- Building Management System (BMS)
- Room Automation Controls (RAC)
- Hotel Site Cockpit (HSC)
- Lighting control
- IT and telecommunication
- Multimedia



Partner, turnkey solution source, and service provider

Safety & Security

- Fire detection
- Evacuation and extinguishing
- Access control
- Video surveillance (CCTV)
- Intrusion detection
- Danger management system
- Parking management system



Energy Efficiency

- Hotel Site Cockpit (HSC)
- Metering (EMC)
- Building management and room automation
- Energy transformation and distribution
- Water technology
- Lighting bulbs and controls
- Energy services (BOP, PFC)
- Smart Grid

Cost

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Management

metering, controlling, and benchmarking (EMC)
 outsourcing (desktop, data center, application deployment, asset takeover)
 advanced operation center supporting (EMS, HSC, BMS)



Reception/Front office

- HVAC control (incl. olfactoral control, lobby)
- Public door access control (RFID or combined)
- Signage (information panels)
- Emergency function
- Video surveillance
- BMS-triggered "Operation Patterns"
- Central lighting control via touch panels
- Metering (electricity, heat)
- Detection of fire, heat, smoke, CO (Genuine Alarm Guarantee)
- High-speed Internet access (wireless/VPN)
- Multifunctional IP phones (PDA wireless)
- Hotel Site Cockpit (card coding, operator, guest amenities, alarming, reporting, energy control, PMS interface)
- Danger management (fire control panels, evacuation)

Conference rooms/Business centers

- HVAC control (incl. air quality control)
- Door access control (RFID or combined)
- Signage (information panels)
- Intrusion detection (wireless sensors)
- BMS-triggered "Conference Patterns"
- Central lighting control via touch panels
- Flexible room share controls (HVAC, lighting)
- Single room metering (electricity, water, heat)
- Detection of fire, heat, smoke, CO (Genuine Alarm Guarantee)
- Evacuation and extinguishing (voice, signage)
- High-speed Internet access (fixed, wireless/VPN)
- Multifunctional IP phones (MWI, touch)
- Multimedia (conferencing and room control, messaging)
- Hotel Site Cockpit (controlling energy, conference patterns)

Spa and fitness facilities

- Water treatments (purification, disinfection)
- HVAC control (incl. humidity control)
- Access control (RFID or combined)
- Emergency function (sauna)
- Video surveillance (night audit)
- BMS-triggered "Operation Patterns"
- Pool surveillance (IR)
- Central lighting control via touch panels
- Metering (electricity, water, heat)
- Detection of fire, heat, smoke, CO (Genuine Alarm Guarantee)
- High-speed Internet access (wireless/VPN)
- Multifunctional IP phones (PDA wireless)
- Hotel Site Cockpit (service tracking, energy control, alarming, PMS interface)

Guest rooms

- Modular room automation systems: (comfort, advanced, professional)
- HVAC control (incl. air quality control)
 - Door access control (RFID or combined)
 - Service amenities (DND, alarm, minibar)
 - Floor panels
 - Intrusion detection (wireless sensors)
 - Movement sensors (wireless sensors)
 - Card holders (RFID or combined)
 - Lighting control (scenarios, LED)
 - Single room metering (electricity, water)
 - Detection of fire, heat, smoke, CO (also with pre-alarming function)
 - Evacuation and extinguishing
 - High-speed Internet access (HSIA)
 - Multifunctional IP phones (MWI, touch)
 - Multimedia (entertainment and room control, messaging)

Elevators

- Access control (RFID or combined)
- Energy reclaiming (battery loading)
- BMS-triggered "Emergency Mode"
- Central lighting control
- HVAC control
- Detection of fire, heat, smoke, CO (Genuine Alarm Guarantee)
- Emergency communication (intercom)



Partnership from a single source.

■ Working with the Siemens team, you can expect a tailored building performance optimization process

What are your benefits?

- You reduce your energy and operating costs – because all processes in your hotel are aimed at higher efficiency from the start, also with regard to energy.
- You offer optimized service process chains and consistent guest comfort levels – because all integrated processes focus on the well-being and comfort of your guests.
- You and your guests experience improved reliability and efficiency – because everything runs like clockwork.
- You benefit from a longer life cycle of your technical facilities – because professional technical service from one source is part of our concept.
- You will realize an increased operational staff expertise – because the right information to the right people helps everybody do their job even better.
- You can make sustainable management decisions more easily – because integrated processes provide a more solid and transparent basis for decision-making.

■ We look forward to partnering with you

Together with you, we will find ways to make sure that operating your hotel has as little impact on the environment as possible. For example, by intelligently adjusting the power consumption of technical components to the actual needs and possibilities – for instance by integrating daylight into the lighting concept. Or by enabling you to air-condition rooms in a more energy-efficient way, while increasing comfort at the same time. There are many more opportunities for you to turn your hotel into a green one. Let's talk about them!

Our common goal is to increase the value of your property. We know the ways. Let's use them – from official building certification to government energy regulations.

This is our understanding of partnership. Experience it for yourself!



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The information in this document contains general descriptions of technical options available, which do not always have to be present in individual cases. The required features should therefore be specified in each individual case at the time of closing the contract.

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