



## Hotel Revolution: Extending the Hotel Experience Beyond the Hotel Walls

### MOBILE APPLICATIONS FOR HOTELS

Mobilestead provides solutions that enable hotels to integrate mobile guest services into their existing infrastructure to enhance the guest experience. Guests access the hotel branded service from their existing smartphone (Apple iPhone or RIM Blackberry). The mobile device presents a suite of applications which extend the hotel experience beyond the hotel walls. The user friendly and intuitive applications revolutionize the availability of information and increase the utility of the hotel experience. This improves guest satisfaction, lowers operating costs, and increases revenues.

#### Mobilestead Offering

The Mobilestead mobile device presents a platform to deliver applications and content through one integrated medium. The applications include: Voice and Text Translation, City Guides, Map Services, Currency Conversion, Video and Audio City Tours, and On Demand Taxi Requests. The mobile device provides the tourist with virtual concierge services via content partners to answer frequently asked questions on demand. The guest will have access to this information on the go and make instantaneous reservations all from their device.

#### Hotel Value

Mobilestead provides a major competitive advantage and an additional revenue stream for the hotel. The hotel is able to present all their in-house offerings such as restaurants, spa and entertainment services and facilitate the reservation or sale immediately. By integrating the Mobilestead System with the existing PMS (Property Management System) the hotel is able to offer basic services such as express check-out, wake-up call requests, housekeeping and bill display via the mobile device.

#### Quick Facts

- The U.S. smartphone market grew by 68 percent last year (2008).
- Hotels are spending more than \$5 billion each year on 21st-century upgrades.
- The hotel industry in the US alone commanded \$139.4 Billion of sales in 2008.

#### New Opportunities

The hotel will be able to generate additional revenue from device usage and sale of additional goods & services. Mobilestead offers the ability to record and manage guest loyalty, guest recognition and service delivery by integrating with the hotel's CRM system.



#### The Mobilestead Advantage

The key to achieving success is to offer a service that is unique to what is currently being offered.

#### Tipping Point

Mobility provides a unique opportunity to transform hotel guests' experience.

#### Contact

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