

## **Hospitality in Focus – November 2006**

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### **TWICKENHAM CONVERTS**

Newmarket International has signed an agreement with Twickenham Experience, to install the Delphi® Sales and Catering System at the home of English rugby and the current World Champions.

Twickenham Experience is the sole, official provider of match day hospitality and conference and banqueting facilities and services within the grounds of the famous Twickenham Stadium.

Twickenham Experience itself was formed in 2000 as a joint venture between the Rugby Football Union, the Compass Group and Hamsard, and is the only official provider of match day hospitality and conference & banqueting facilities within the grounds of the enlarged Twickenham Stadium. The company specialises in providing pre-ordered catering options for debenture holders and box holders on match days as well as being responsible for the catering for the general public on match days.

Under the contract, Twickenham Experience will migrate to Delphi Sales and Catering which is an end-to-end hospitality automation and management suite of programs from Newmarket. Twickenham Experience selected Delphi because its sophisticated decision support and market tracking features are expected to help managers capture additional business, optimize resources, and reduce operating costs.

It is hoped that the upgrade will improve both Twickenham Experience's bottom and top line. Delphi will help the company serve customers more quickly by optimizing schedules, services and pricing based on the market picture developed from the Delphi suite.

In addition to the corporate hospitality and conference & banqueting business generated at the 82,000 seat venue, Twickenham Experience provides pre-ordered catering options for debenture holders and box holders on match days. The Stadium's South Stand is currently being re-developed and, when it fully opens in winter 2007, it will increase the number of hospitality packages available in the stadium to 4800 and provide an additional 5000 square meters of function space including a purpose-built conference auditorium for up to 400 delegates. The Delphi Sales and Catering system it is hoped will streamline Twickenham's entire catering operation, from initial planning to customer invoice.

Delphi is the industry's leading application for automating the sales, marketing, and catering processes of event facilities, conference centres and other venues to increase revenues, enable more efficient operations, and maximise profits.

Newmarket International, Inc. specialises in delivering sales, group catering and banquet software solutions to the global hospitality and entertainment industries. The company's suite of business solutions are to be found in hotels, casinos, restaurants, visitor bureaus, meeting arenas and convention centres worldwide. Newmarket International has over 70,000 users with over 7,500 installations in 92 countries.

## **OPEN LOCKS WITH YOUR MOBILE**

Equip´Hotel 2006, the biggest hotel trade show in the world, has presented the award for “Best Innovation of the Year” to VingCard for its new Signature RFID electronic-locking solution which communicates with guests’ cell phones to provide guestroom access.

Hospitality’s newest electronic-locking solution has been recognized for its adaptation of Radio Frequency Identification (RFID) technology for access control and remote check-in. Reception staff in hotels and hotel chains are now able to send a booking confirmation number, room number and an encrypted room key via SMS (Short Message System) to guests’ mobile phone;

*“For the first time in lodging history, guests will be able to use their Near Field Communications (NFC) compatible mobile phones to open their guestroom doors”, said Valérie Lobry. “At Equip´Hotel, we do not judge ‘innovation’ by technology development alone. Rather we take into consideration the significant impact that technology has upon the hospitality industry and its guests. Signature RFID by VingCard with NFC-compatible mobile phones opens a new era in customer satisfaction and efficiency at both check-in and check-out. This solution truly stood out from among the many applications that compete every year for this prestigious award. We congratulate VingCard and all those associated with its development.”*

Pascal Metivier said, *“VingCard is very proud to have been chosen to receive this prestigious award. “Winning this award substantiates that the research and development that went into this project was worth the effort. Thanks to a collaborative effort with NXP and major mobile phone manufacturers, we have become the first hospitality security company to bring NFC technology for access control via cell phones to life.”*

NFC is a new short-range wireless technology that combines the functionality of a reader and a card into one device, and it is being implemented in new generation mobile phones this year. Through a joint collaboration with NXP (formerly Philips semiconductors) hotels equipped with VingCard RFID locks will be able to offer remote check-in. Guests will receive booking confirmation number, room number and an encrypted room key access code through SMS (Short Message System), prior to the arrival at the hotel, and they will avoid queues at check-in going straight to the room. The guest will be able to open the room with their NFC-cell phone.

*“Part of Signature RFID’s appeal stems from its open-platform architecture”, Metivier said. Earlier systems, and those offered by other hospitality security companies, are not compliant with all the leading RFID standards, secure transaction protocols, or compatible with the other RFID devices. “Hotels do not want to invest in RFID if they are limited to one standard,” Metivier said. “We designed Signature RFID to support all the leading standards for maximum flexibility. Now the customer can choose what is best for their application. With our system you avoid the risk of making the wrong choice on what RFID standard to follow. It is the same scenario as in the past with the VHS and BETA standards for video tapes.”*

Signature by VingCard is a card-based door locking system in which only the key-card reader and door handle are visible, enabling the door hardware to blend in with the hotel environment. It is designed to give guests and hotel staff ease of use for all ages, more security as anti-cloning technology is incorporated, and more adaptability as the RFID system is appropriate for any hotel style business (resort, spa, all-inclusive, etc.).

The system's design flexibility offers different aesthetic finishes and colours for the RFID reader with Designers' Collection handles also being compatible. The system provides a new, interactive experience for guests while enhancing the image and design of the hotel environment.

*"VingCard always has been focused on providing the best security technologies to protect guests' valuables and owners' assets," Metivier said. "We sincerely value our customers and the feedback that they provide to us regarding our products and services and Signature RFID by VingCard is the result of what our customers asked us for. At VingCard Elsafe, we listen."*

**Links:**

Newmarket International, Inc. - <http://www.newmarketinc.com>

NFC technology - [www.nfc-forum.org](http://www.nfc-forum.org)

NXP - [www.NXP.com](http://www.NXP.com)

VingCard Elsafe - [www.vingcard.com](http://www.vingcard.com) or [www.elsafe.com](http://www.elsafe.com).