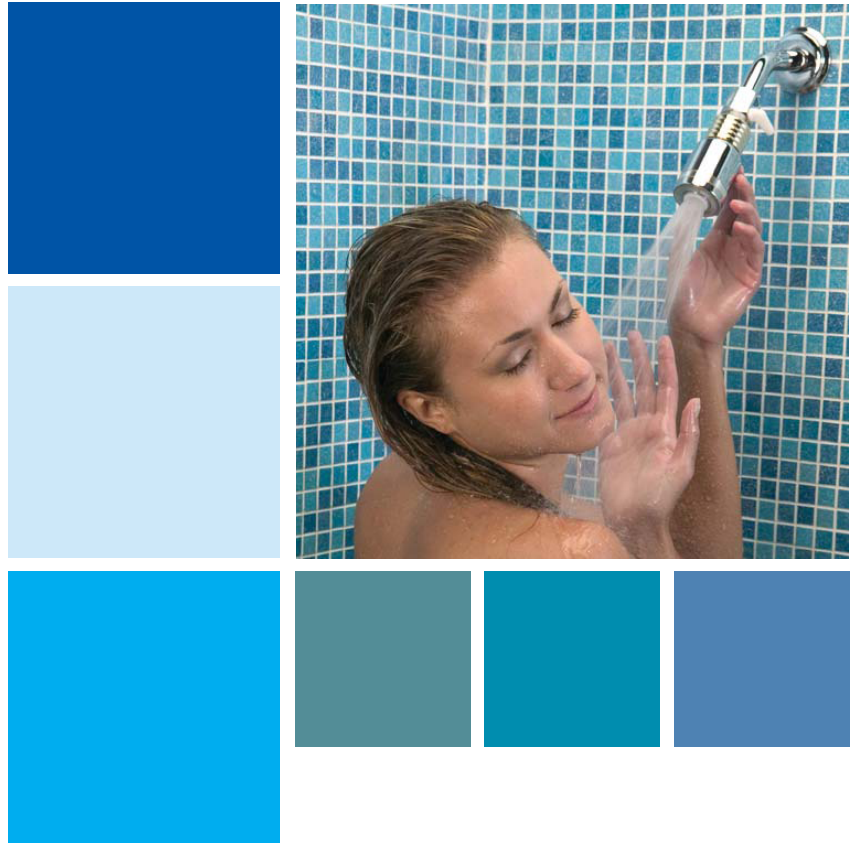




October 2007

n the
News



Oxygenics Showerheads Are The Hospitality Showerhead Of The Future

This year at the Hospitality Industry Technology Exposition & Conference (HITEC) a prototypical hotel room from the future called 'Guest Room 2010' was showcased. The room featured products that are technologically advanced and eco-friendly which will benefit the hospitality industry in the future.

Oxygenics showerheads were one of the many products showcased in the 'Guest Room 2010'. Oxygenics showerheads were chosen because they are eco-friendly, water and energy saving, guest pleasing and built to last - a combination guaranteed to be around far into the future.

Oxygenics®

P: 800.344.3242

F: 209.529.3554

www.oxygenics.com

[Read More](#)



IH/M&RS goes futuristic with Guestroom 2010

BY CATHY URELL

NEW YORK— Guestroom 2010 will return to the 92nd annual International Hotel/Motel & Restaurant Show (IH/M&RS), showcasing the innovative and eco-friendly new products that will soon be found in hotel guestrooms.

The model hotel room, developed by the Hospitality Financial and Technology Professionals (HFTP), will feature nearly 50 of the latest and near-future technologies at the IH/M&RS, which takes place Nov. 10 to 13 at the Jacob K. Javits Convention Center in New York.

"Guestroom 2010 is a unique presentation of the remarkable new products that will make the hotel experience more efficient, comfortable and earth-friendly," said Christian Falkenberg, IH/M&RS show manager. "It received an overwhelming response at the 2006 IH/M&RS and we're pleased to reintroduce it to our attendees with a new collection of exciting technologies."

Environmentally friendly products making their debut in Guestroom 2010, and further enhancing the green emphasis of

the 2007 IH/M&RS, include Target Brands Inc.'s Ultimate Organic Bath Towels, which are made from 100% certified organically-grown cotton; Andis Co.'s Quiet Ionic Lighted Hair Dryer, which is an energy-efficient dryer with a quiet turbo motor and diffused night light; and InterfaceFLOR's Recyclable Modular Carpet, which is an eco-friendly carpet composed of a highly renewable corn-based polymer.

EXIT IH/M&RS



Additionally, Guestroom 2010 will feature the Oxygenics Resort Spa Self-Pressurizing Showerhead, a shower fixture that generates a full-power spray while

using 70% less water; Green Suites International's Natural Dispenser Program, which is a personal care dispenser system that prevents amenity packages from entering local landfills; and Green Suites International's Thymes Paper Bottles, which are an environmental alternative to traditional plastic bottle amenities and constructed using 75% paper.

New technologies in the 2007 version of Guestroom 2010, which made their debut at the June 2007 Hospitality Indus-

try Technology Exposition and Conference (HITEC), include IBM's MASTOR, a device that allows hotel staff members to easily communicate with foreign-speaking guests; First View Security Inc.'s Digital Door Viewer, which allows hotel guests to view an expanded area outside their doors with a flat-screen LCD color monitor; and Décorus Worldwide Inc. and Unique Bath Solutions Inc.'s Television Mirror, which is a television that is



visible through the mirror when turned on and disappears when turned off for complete mirror reflection.

HFTP, the developer of Guestroom 2010, is the professional association for financial and technology personnel working in hotels, resorts, clubs, casinos,



Guestroom 2010 at the International Hotel/Motel & Restaurant Show will showcase new products and technologies likely to be found in hotel rooms of the future.

restaurants and other hospitality-related businesses.

The IH/M&RS will get underway on Saturday, Nov. 10, with a full day of conference and networking activities. That will be followed with three full days of exhibits presented by 1,250 hospitality industry suppliers. The event is expected to attract approximately 35,000 in total trade attendance.

HB