



CONTACT:

Michael J. Russell
pr@jlscreativesolutions.com
Tel: 814.278.7590

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**HIGH-TECH GUESTROOM OF THE FUTURE IS HERE TODAY
AT INNOVATIVE, SHANER-MANAGED HOTEL**

NEWARK, DE (November 26, 2007) – A user-friendly touchscreen panel at bedside enables guests to automatically adjust the temperature of their room—and have the lights switch themselves off, once sensors detect that they have left.

A robotic vacuum cleaner keeps the eco-friendly carpeting spotlessly clean, while an ingenious, air-powered shower head and ionic hair dryer save water and energy. “Clocky,” a computerized alarm clock on wheels—with an almost human personality—cheerfully wakes guests in time for appointments.

A digital video camera instantly shows who’s outside the door on an LCD screen inside, while guests enjoy the romantic ambience of flameless, electronic candles, or even a low-impact virtual workout with the in-room Nintendo Wii® gaming system.

If you’re thinking this all sounds like something from a futuristic science fiction series about a hypothetical hotel in a galaxy far, far away, think again. These, and other advanced technologies—intended to make a guest’s stay more comfortable, convenient, safe and enjoyable—are all part of the new *X-room* or *Experimental Guestroom of the Future* project. Launched in September 2007, the *X-room* is no mere showcase for the newest lodging technology, but a real, fully-operational hotel guest room at the Courtyard by Marriott Newark–University of Delaware, located in Newark, DE.

The X-Room is the personal passion of Cihan Cobanoglu, Ph.D., associate professor of hospitality information technology at UD and Certified Hospitality Technology

Professional (CHTP), as well as Bill Sullivan, Managing Director of the Courtyard by Marriott Newark–University of Delaware, who is employed by Shaner.

Since coming to the U.S. from his native Turkey eleven years ago, Dr. Cobanoglu (*pronounced Cho-ban-o-gloo*) has established himself as an internationally-regarded thought leader and expert on the strategic integration of new technology within the hotel and lodging industry.

“Our *X-room* was inspired by the Guestroom 2010 project, which originated with the Hospitality Financial & Technology Professionals organization,” said Cobanoglu. “However, the key difference is that in our *X-room*, actual guests and staff members get to use these new systems. Our goal is to determine the acceptance levels of these technologies, and the impact they make on guest satisfaction and staff efficiency.”

“We are excited to work with a visionary partner like Shaner Hotels,” continued Cobanoglu. “As the contracted management company for the Courtyard by Marriott Newark–University of Delaware, their role has been huge, especially in mentoring and providing opportunities to involve our HRIM (Hotel, Restaurant and Institutional Management) students in almost every aspect of day-to-day hotel operations.”

Bill Sullivan, Managing Director of the Courtyard by Marriott Newark–University of Delaware commented, “The experimental guest room is a unique feature of the hotel that allows our guests to experience new technology first hand, and then encourages them to give feedback to our HRIM students and faculty. This data is analyzed and then shared with the technology vendors to assist them in production development. This ‘living learning’ laboratory is an outstanding opportunity for our students to interact with guests as well as the developers of these amazing new technologies.”

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Privately-held Shaner, parent company of Shaner Hotels, is based in State College, PA. It owns and manages diverse holdings in the lodging, investment, energy and professional services sectors.

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