ASSA ABLOY

Press Release

## ASSA ABLOY's Mobile Access Solution debuts at select Starwood Hotels around the world

ASSA ABLOY Mobile Access for Hospitality goes live today when Starwood Hotels & Resorts Worldwide, Inc. introduces SPG® Keyless, a keyless entry system allowing Starwood Preferred Guest® members to use their smartphone as a key. Rolling out to Aloft, Element and W Hotels across the globe, SPG Keyless makes its official debut in 10 hotels in markets including Beijing, Hong Kong, New York, Los Angeles and Doha. Starwood will rapidly rollout SPG Keyless to be available on 30,000 doors in 150 hotels by early 2015.

Starwood has installed mobile access enabled locks from ASSA ABLOY Hospitality and in partnership with ASSA ABLOY designed functionality for seamless customer interaction. SPG members with Bluetooth Smart-enabled smartphones will receive the guest room Seos Mobile ID with their room number via the SPG App before arriving at the hotel – allowing them to proceed straight to their room and gain access by presenting the smartphone to the reader on the hotel room door. Guests will appreciate not having to wait to check-in at reception, where possible. Starwood associates will appreciate having more time to engage with their guests in meaningful ways to and deliver a more personalized level of service.

"ASSA ABLOY Mobile Access is powered by our award-winning Seos® technology that turns smart devices into trusted credentials for opening doors. Supporting Bluetooth Smart and NFC, ASSA ABLOY Mobile Access is used with the company's mobile-enabled locks and readers, and includes Mobile IDs, Mobile Access Apps and services for managing Mobile IDs on mobile devices. The solution makes it possible to use the broadest range of iOS®- and Android™-based smartphones and other smart devices to access buildings, and open doors and gates conveniently" says Johan Molin, President and CEO ASSA ABLOY.

### *HOW IT WORKS*

- SPG Members must register their phone once through the SPG App and allow push notifications.
- After booking a reservation at an SPG Keyless hotel and approximately 24 hours before arrival, SPG members are invited to opt-in to SPG Keyless.
- Guests will receive a push notification noting that they are checked in and the SPG App will update with his/her room number and the Seos Mobile ID when the room is ready.
- Upon arrival at the hotel, the guest can completely bypass the front desk (where available) and go directly to his/her room.

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- Then, after ensuring his/her Bluetooth is enabled, the guest simply opens the SPG App, holds the smartphone to the door lock, waits for the solid green light and enters the room.

## About ASSA ABLOY Mobile Access

ASSA ABLOY has an established reputation for successfully advancing physical access control. The evolution of mobile access is no exception. ASSA ABLOY Mobile Access uses standard mobile device technologies to create a solution that is universally accessible, easy to deploy, and simple to manage.

ASSA ABLOY Mobile Access merges security with convenience by storing Mobile IDs for opening doors on Android and iOS smartphones. Powered by our award-winning Seos® technology, ASSA ABLOY Mobile Access provides superior identity management and delivers the most dynamic mobile solution available today.

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ASSA ABLOY is the global
leader in door opening solutions,
dedicated to satisfying
end-user needs for security,
safety and convenience.