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**MSI Innovates Hotel Guest Service**

MSI Showcases Hospitality Technology Applications on Microsoft Surface Technology at HITEC 2009

**Phoenix, AZ – June 22, 2009** – MSI (Multi-Systems, Inc.) today introduced an innovative way for lodging guests to interact with information and with hotel front desk employees and concierges. Demonstrating its unique ability to remove traditional barriers between guests, hoteliers and technology, MSI will showcase its new guest service applications developed for Microsoft Surface™ at HITEC, the industry’s primary technology tradeshow, June 23 – 25, in Anaheim, Calif.

MSI’s solution promotes the next generation in front desk service by integrating functionality from Property Management and Customer Relationship Management systems and then making the information readily accessible to guests from Microsoft Surface. Microsoft Surface provides hotel guests an easy way to have collaborative and engaging experiences all with the flick of a finger. A 30-inch display in a table-like form factor allows guests to interact with content and information in a more natural and familiar way. Building upon this natural user interface, MSI applications are fun and intuitive giving hotel guests touch driven access to real-time hotel systems.

“Our vision is to make available any relevant information currently available to the front office staff and have it displayed interactively on Microsoft Surface,” stated Tim Tiller, MSW, President MSI. “By pushing technology beyond traditional means, MSI is helping shape and define what the future of our industry will look like, from an applications perspective.”

Producing innovative technology driven by physical touch is the way of the future according to experts. *“Many researchers who’ve been working for decades on touch technology are excited to see these developments” For almost two decades, we’ve been trapped by the tyranny of the screen, the mouse, and the keyboard,” says Don Norman, professor at Northwestern University, in Chicago, and author of The Design of Future Things, to be published in October. “It’s nice to think we’re breaking away from that and going toward touch-screen manipulation in the real physical world.”* as quoted from the Technology Review, published by MIT.

MSI designed its applications for Microsoft Surface to serve the requirements of independents, brands and group properties. Each property can present a unique experience through configuration and presentation of MSI’s hospitality technology solutions thereby empowering hoteliers to further enable guest interaction.

“We’re pleased to work with MSI in its efforts to promote innovation and help redefine the guest experience through its hospitality applications including those built for Microsoft Surface,” said Sandra Andrews, U.S. hospitality industry solutions director, Microsoft Corp. “Microsoft Surface takes an activity, such as looking up information, whether it is a profile, reservation or dinner menu, and turns it into an intuitive and social way for guests to enhance their visit while at the same time enabling the property to cross-sell products and services, drive customer loyalty and achieve operating efficiencies.”

**About Multi-Systems, Inc.**

Serving the hospitality industry since 1990, [MSI \(Multi-Systems, Inc.\)](http://www.msisolutions.com) is a leading supplier of hotel technology and [property management software solutions](#). With an installed customer base of nearly 3,000 hotels and resorts throughout North America, MSI is one of the largest privately-held providers of fully-integrated property management, sales, marketing and catering, point of sale, web booking, and centralized corporate services. MSI specializes in "total system solutions" for management companies and hotel chains by providing central reservation and property system integration. For more information on MSI, visit [www.msisolutions.com](http://www.msisolutions.com).

Technology Review reference (<http://beta.technologyreview.com/computing/18079/page2/>)

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