

THE PENINSULA

T O K Y O

INVENTIVE, UNOBTRUSIVE, STATE-OF-THE-ART AND CUSTOMIZED IN-ROOM TECHNOLOGY SERVES EVERY NEED OF PENINSULA BUSINESS AND LEISURE GUESTS

Besides operating nine of the world's finest luxury hotels throughout the U.S. and Asia, Peninsula Hotels is a pioneer and industry leader in the research and development of innovative guestroom technology. These initiatives are elevated to new levels of creativity and invention at The Peninsula Tokyo.

The Group's philosophy is to provide user-friendly, intuitive technology that enhances the comfort and hotel experience of today's increasingly demanding and sophisticated business and vacation guests. It does this by ensuring the technology is there to help them work or simply relax and refresh themselves within the sanctuary of their room.

To this end, The Peninsula is the world's only hotel company that has its own research and development facilities to design, build and customize equipment to serve its guests, rather than installing the standard technology used by other brands. A team of 20 electronic and software engineers in its Electronic Services Department (ESD) use a combination of observation, innovation and technological expertise to develop and test all the Group's in-room technology to perfection, thus ensuring it responds to its guests' every need.

"We recognize that we need to be innovative in order to remain at the forefront of the hospitality industry," explains Ingvar Herland, General Manager of Research and Technology. "It's all about recognizing the needs of guests and responding to them. Our greatest success is the fact that guests regard our technology as an added benefit they cannot find in other hotels."

The Peninsula Hotels' guestrooms are designed with a view to ensuring that every control and switch is located precisely where it is required, and that guests can use it effortlessly and without having to search for it. As in other Peninsula hotels, the Peninsula Tokyo's rooms

-more-

THE PENINSULA

T O K Y O

IN-ROOM TECHNOLOGY - 2

feature a compact and centralized wireless bedside control panel that allows guests to control its temperature, lighting, telephones, alarm clock, curtains and audio-visual systems at the touch of a fingertip.

Additional features include dual-voltage multi-pin sockets to eliminate the need for adaptors, as well as in-room humidifiers that run through the heating and air conditioning system to eliminate the effects of Tokyo's distinct seasonal climate fluctuations, and a nail-dryer located in the spacious dressing area.

“Most of our innovations stem from the comments of guests and our own observations. We particularly address their busy schedules and lifestyles and come up with ways to make their stay with us as smooth and seamless as possible,” notes Herland. “For example, while my predecessor was at our hotel in Chicago, he noticed a lady exiting the elevator waving her hands in the air. When he talked to her later, she told him she had painted her nails, but did not have enough time to allow the polish to dry before her next appointment. Thus, we incorporated a nail-dryer into each room, so that busy female guests do not suffer any inconvenience or delay due to wet nail polish”.

All Peninsula Hotels offer complimentary broadband Internet access and a fax machine in their guestrooms. The ESD team have adapted the fax machines at The Peninsula Tokyo so that they can also be used as a printer and copier. The guest simply plugs a laptop into the fax machine. Internet radio is another innovation. It enables guests to choose from more than 3,000 radio stations, as well as a selection of pre-set international channels. The radio is automatically programmed to the guest's country of residence when he or she checks-in. “This also stemmed from a guest's experience,” continues Herland. “A Japanese gentleman who had just spent an entire day meeting with lawyers in the USA told us he was exhausted when he returned to the hotel, and that he just wanted to recover by immersing himself in his own

-more-

THE PENINSULA

T O K Y O

IN-ROOM TECHNOLOGY - 3

language and culture by listening to the radio. It made me realize the importance of being able to relax in your own language, so we devised ways to make that as effortless as possible for our guests. We feel it is especially important in a frenetic city like Tokyo”

The Peninsula Tokyo is entirely Wi-fi enabled, and communication with the outside world reaches new heights with the Peninsula-developed telephone system. The fixed-line phone can be synchronized with the guest’s personal mobile phone, so that it automatically transfers incoming calls via Bluetooth technology to any handset in the room. Guests can make Skype calls, as well as regular ones. Another small touch to make the lives of guests easier is the Peninsula-developed non-slip friction pad on the handset. This prevents the phone from slipping when held in the hand or cradled on the shoulder.

An additional guest-friendly feature is the fact that the wall sconce automatically lights up if a call comes in during the night, when the room is in darkness. It bathes the telephone in a gentle light for the duration of the call, and it is extinguished when the guest hangs up.

Much better than a “do not disturb” sign, which guests often forget to put on the door, The privacy button on the bedside control panel lights up a display outside the room and also silences the doorbell and notifies housekeepers not to enter. When a guest goes to bed and turns off the lights, the ones by the bedside fade away gently so that the room is not abruptly plunged into darkness. When the night light button is pressed, a softly lit path to the bathroom appears to help the guest navigate in the early hours of the morning.

The Peninsula Tokyo’s luxuriously appointed bathrooms also incorporate signature Peninsula technology to great advantage. The lighting system offers a choice of three distinct mood settings to allow guests to create an atmosphere tailored to their needs, whether they are getting ready to go out or simply relaxing in a hot bath.

-more-

THE PENINSULA

T O K Y O

IN-ROOM TECHNOLOGY - 4

Tokyo is one of the world's busiest cities, and recognizing that its guests need to relax, the hotel has located a spa button beside the soaking tub, so that they can create their own in-room spa ambience. A touch of the button automatically dims the bathroom lights, plays soothing spa music and sets the "privacy" command for the phone and doorbell, thus ensuring a relaxing and interruption-free time. In addition, a television with a steam-free screen and remote-control function is installed above the bathtub. "Privacy" buttons are placed beside the tub and in the toilet in case someone unexpectedly wishes to enter the room.

Further recognizing the importance of relaxation, the digital clock set into the mirror disappears when the lighting is adjusted to its lowest setting; and the bathroom air-conditioning has of course been designed to ensure steam-free mirrors at all times.

The technology also guarantees that guests are never out of touch (unless they wish to be) by placing a hands-free telephone with controls near the bathtub, and telephones at the vanity counter and near the toilet. All are equipped with a function that automatically mutes the sound on the TV or radio for the duration of the call, and they digitally filter out the sound of running water and bathroom echoes.

When they are ready to leave their room, guests can check the outdoor temperature and humidity level on convenient displays located in the dressing room and at the desk, which is much easier than looking out of the window to see how people outside are dressed.

"Our ideas come from listening to our guests and our own experiences," explains Herland. Like other senior Peninsula Hotels executives, he travels constantly. "The hotel room is our guests' temporary space. More than just a workspace, it is a home away from home in which to retire at the end of the day. As our guests' expectations rise, it is important to provide facilities for them to unwind; facilities that do not require technical expertise just to switch on the lights."

-more-

THE PENINSULA

T O K Y O

IN-ROOM TECHNOLOGY – 5

As the only hotel group in the world with in-house Research and Development facilities, The Peninsula Hotels stays ahead by designing and producing tailor-made solutions based on the latest technology to cater for the individual needs of its guests.

###

About The Hongkong and Shanghai Hotels, Limited (HSH)

Incorporated in 1866 and listed on The Stock Exchange of Hong Kong (00045), HSH is the holding company of a Group which is engaged in the ownership, development and management of prestigious hotel, commercial and residential properties in key locations in Asia, the United States and Europe, as well as the provision of transport, club management and other services. The hotel portfolio of the Group comprises The Peninsula Hotels in Hong Kong, Shanghai, Beijing, New York, Chicago, Beverly Hills, Tokyo, Bangkok, Manila and Paris (opening in 2013). The property portfolio of the Group includes The Repulse Bay Complex, The Peak Tower and The Peak Tramways, St. John's Building, The Landmark in Ho Chi Minh City, Vietnam and the Thai Country Club in Bangkok, Thailand.

For further information, please contact:

Mr. Mark K. Kobayashi

Regional Director of Communications, Japan

The Peninsula Hotels

Telephone : (81-3) 6270 2888

Direct : (81-3) 6270 2525

Fax : (81-3) 6270 2608

E-mail : markkobayashi@peninsula.com

Website : www.peninsula.com

Digital Photo Library : www.peninsula.com/pdl

Broadcast Video Library : www.thenewsmarket.com/thepeninsulahotels