

HUMAN-LED TECHNOLOGY HUMAN + TECH AMSYS LAYER MOBILE TOKEN

PRE-ARRIVAL

Reservation to room readiness

AI Reservation intelligence & guest profile build BLEND
 CRM · AI preference engine · PMS integration
 At booking, AI assembles the complete guest profile: prior stay history across all properties, dietary restrictions, celebration flags, preferred room type, floor, view, loyalty tier, and communication preferences. A human reservationist reviews and enriches it. Nothing is re-asked on arrival. The guest feels remembered before setting foot on property.

MOBILE TOKEN:
 Guest's mobile number and app ID become the master token at time of reservation. The phone is the thread that connects every downstream system — PMS, room automation, outlet recognition, and real-time staff alerts — from this moment forward.

AMSYS: structured cabling + network backbone | AMSYS: WiFi infrastructure (PMS connectivity)

MSG Pre-arrival personalized outreach & digital concierge TECH
 Automated two-way messaging · preference capture · digital concierge portal
 72 hours out: a personalized message confirms the stay and opens the digital concierge. Guest selects pillow type, temperature preference, minibar stock, pre-orders amenities, books spa or dining — without calling. All data flows directly into PMS and room automation. No front desk transaction needed on arrival.

MOBILE TOKEN:
 All pre-arrival communication is mobile-native. Preferences captured here write directly to the guest token. The phone becomes a living profile that updates in real time as the guest engages.

RM Room assignment AI & automated pre-conditioning TECH AMSYS
 PMS AI layer · IoT room control · predictive housekeeping trigger
 AI assigns the optimal room based on floor preference, view, noise sensitivity, and live occupancy. 90 minutes before estimated arrival (triggered by the guest's mobile GPS or flight data), the welcome scene fires: HVAC set, lighting preset, fragrance diffuser, personalized welcome display, curated music. No human has to remember — the sequence executes automatically.

MOBILE TOKEN:
 Guest's mobile location or flight tracking triggers the 90-minute room prep sequence. The phone tells the hotel when to start the welcome — not a manual check-in.

AMSYS: in-room AV — displays, audio, scene control | AMSYS: APEX Global managed AV services

ARRIVAL

Motor court to lobby

LPR Vehicle recognition & valet cueing TECH AMSYS
 License plate recognition · mobile geofence trigger · valet management system
 The guest's mobile geofence — or LPR camera at the motor court entrance — triggers the valet system the moment the car turns onto the approach. By the time the car reaches the porte-cochere, the valet lead has the guest's name, vehicle, and a one-line note on their handheld. No reservation numbers. No fumbling. The valet greets by name before the car door opens.

MOBILE TOKEN:
 The guest's phone geofence (set at 0.25 mile radius) is the primary trigger. Mobile signal fires before the car is visible, giving staff lead time to prepare. LPR is the backup for guests without the app.

AMSYS: IP camera infrastructure (IDIS/LPR system) | AMSYS: structured cabling to motor court | AMSYS: WiFi coverage (motor court + approach)

Hi Doorman & personalized welcome — Apple Watch proximity HUMAN MOBILE TOKEN AMSYS
 BLE + mobile proximity · guest photo push · preferred name · occasion flag
 As the guest enters the motor court zone, their mobile device handshakes with the BLE beacon network. The doorman's Apple Watch delivers a silent haptic with the guest's photo, preferred name, and a single key note. The doorman looks up, makes eye contact, and greets by name — before the guest reaches the door. No device fumbling. A glance and a greeting.

MOBILE TOKEN:
 The guest's phone is the proximity beacon. BLE handshake between the guest's device and the entrance beacon array triggers the Apple Watch alert on the doorman's wrist — photo, name, note — in under 2 seconds.

AMSYS: BLE beacon infrastructure (entrance + motor court zones) | AMSYS: WiFi coverage (motor court / entrance)

LED Lobby DOOH & spherical LED signage TECH AMSYS
 Spherical LED · large-format display · VIP-triggered personalized content
 Large-format and spherical LED displays create immersive arrival impact. VIP mobile tokens can trigger personalized welcome content on lobby displays as the guest crosses the threshold. General guests see curated contextual content: local events, F&B specials, property highlights. The lobby feels alive — not a waiting room. AMSYS designs, installs, and manages this infrastructure end-to-end under APEX Global.

MOBILE TOKEN:
 Guest mobile token crossing the lobby threshold can optionally trigger a personalized display moment — name, welcome message, or curated visual — on the nearest large-format screen. Opt-in during pre-arrival flow.

AMSYS: spherical LED media installation | AMSYS: DOOH ad network (45–50 screen estate) | AMSYS: APEX Global managed content + display services | AMSYS: structured cabling + signal distribution

CHECK-IN

Front desk — frictionless & personal

BRF Front desk agent briefing dashboard BLEND
 PMS AI summary · preference card · occasion + loyalty + mobile token status
 The agent's screen surfaces a brief in plain conversational language — preferred name, last stay highlights, allergies, accessibility needs, occasion, loyalty tier. The agent speaks naturally because the intelligence is already assembled. Technology disappears. The interaction is the experience.

MOBILE TOKEN:
 When the guest's mobile token is detected at the desk (via BLE or NFC tap), the briefing dashboard activates automatically — no name lookup required. The phone announces the guest to the system before the agent says a word.

AMSYS: front desk display + AV integration | AMSYS: WiFi / network (PMS terminal + BLE desk beacon)

HUMAN-LED TECHNOLOGY HUMAN + TECH AMSYS LAYER MOBILE TOKEN

KEY **Frictionless ID, payment & digital key issuance** **TECH**
 Passport scan · card-on-file · mobile key push · NFC wristband option
 Returning guests have ID and payment pre-verified — check-in is a conversation, not a form. For new guests, a fast scan and tap eliminates the transaction feel. Digital key is pushed silently to the guest's phone during the conversation. Physical keycard and NFC wristband always available. Never force tech on a guest who doesn't want it.

MOBILE TOKEN:
 The guest's phone becomes the room key the moment check-in is confirmed. No separate step. No card to carry. The phone that tracked the guest from the driveway now opens the room, the fitness center, the spa, and the club lounge.

BELLMAN ESCORT Lobby to guest room

TAG **Bellman briefing, Apple Watch & RFID luggage tracking** **BLEND** **AMSYS**
 Mobile-triggered briefing · RFID luggage · BLE floor awareness · delivery notification
 The bellman's Apple Watch brief is triggered by the guest's mobile token moving toward the elevator bank. RFID tags are applied to luggage at the motor court — the guest receives a push notification when bags are delivered to the room. During the escort walk, floor-level BLE beacons surface contextual cues to the bellman's watch: a nearby outlet, a spa appointment, an amenity on this floor.

MOBILE TOKEN:
 The guest's phone movement through the lobby triggers the bellman assignment and brief automatically. The phone's location in the building determines which contextual cues the bellman receives at each zone during the walk.

AMSYS: BLE beacon grid (lobby, elevators, corridors, all floors) | AMSYS: WiFi coverage (all corridors + service routes)

WLC **Room reveal & AV welcome scene** **BLEND** **AMSYS**
 Room automation · personalized display · voice assistant · mobile-unlocked entry
 The guest's phone unlocks the door. As it opens, the welcome scene activates: lighting, temperature, and music already at preference. The display shows a personalized welcome — name, occasion, curated imagery. The bellman's orientation is conversational: "Say good morning to start your day" — not a manual. APEX Global monitors the AV system remotely — issues resolved before the guest notices them.

MOBILE TOKEN:
 Phone-as-key triggers the room welcome scene on door unlock. The mobile token tells the room who just walked in and which scene profile to run — including any in-stay updates the guest made via the digital concierge.

AMSYS: in-room display + signal distribution | AMSYS: in-room audio distribution | AMSYS: AV control system integration | AMSYS: APEX Global 24/7 managed AV monitoring

DURING THE STAY — OUTLETS: BARS, RESTAURANTS & LOUNGES Three-layer recognition system across every revenue outlet

OUT **Outlet recognition — mobile-triggered proximity alert system** **BLEND** **MOBILE TOKEN** **AMSYS**
 Apple Watch haptic · guest photo · F&B profile · BLE zone detection · 3-layer system
 Layer 1 — Apple Watch proximity: The guest's mobile device handshakes with the BLE beacon at each outlet entrance. The nearest associate's Apple Watch delivers a silent haptic with the guest's photo, preferred name, and one key note — favorite drink, dietary flag, occasion. A glance and a prepared greeting, before the guest reaches the seat. Layer 2 — F&B preference profile: Preferred spirit, cocktail preference, wine style (varietal, region, weight), dietary flags (no shellfish, kosher, low-sodium), last orders on property and at sister hotels, tipping pattern, whether the guest prefers to be approached or left alone. The bartender can say "We just got a Caol Ila reserve in" because the system flagged them as an Islay Scotch drinker. Layer 3 — Post-visit learning loop: Every order, every upsell, every table preference, every interaction writes back to the mobile token profile automatically. The next outlet visit is better. Across every venue on property. Across every property in the portfolio.

MOBILE TOKEN:
 The guest's phone is the outlet trigger. BLE handshake as they enter the zone — no app open required, no check-in action needed. Background detection fires the Apple Watch alert to staff. The guest simply walks in. The experience is already in motion.

AMSYS: BLE beacon grid — all outlet zones (bar, restaurant, pool, lounge, lobby) | AMSYS: WiFi (reliable high-density coverage across all F&B areas)
 AMSYS: outlet AV environment — background audio + ambient displays | AMSYS: DOOH displays in F&B and lounge zones | AMSYS: APEX Global managed AV (bar / restaurant environments)

BAR **Bar — the bartender who already knows you** **HUMAN**
 Mobile proximity · Apple Watch · pre-built drink · preference execution
 The guest's phone enters the bar zone. The bartender's watch fires. They look up, make eye contact, and say the guest's name. The preferred drink is either already being built or suggested by name. Dietary flags visible — nothing dangerous is offered. If it's a celebration, the bartender knows. The moment feels like being welcomed by someone who genuinely remembers — because the system gave the human everything they needed to make it real.

MOBILE TOKEN:
 Mobile token in bar zone = instant staff alert. Guest doesn't tap, check in, or open an app. The phone's background location detection does the work. The guest experiences it as the bar simply knowing them.

AMSYS: bar zone BLE beacon + WiFi coverage | AMSYS: bar AV environment (audio ambiance + display content)

REST **Restaurant — host, server & table-side recognition** **BLEND**
 Mobile arrival detection · Apple Watch host alert · seating preference · wine profile
 The guest's phone entering the restaurant approach zone alerts the host's Apple Watch: photo, name, seating preference, dietary needs, occasion, return-diner status. Host greets by name and walks them to their preferred table without asking. Once seated, the server's watch fires with the full brief. Wine preferences are visible. Welcome gestures trigger automatically for loyalty tier or occasion guests. Every visit is recorded and enriches the next.

MOBILE TOKEN:
 Mobile zone entry triggers host alert with 30-second lead time — enough for the host to reach the entrance and be waiting. Phone location within the restaurant can route different alerts to the host stand vs. the assigned server.

AMSYS: restaurant zone BLE beacons (entrance + floor sections) | AMSYS: dining room AV — audio environment + display content | AMSYS: WiFi (POS + device coverage throughout dining)

DURING THE STAY — IN-ROOM, PROACTIVE SERVICE & EVENTS Smart room · anticipatory service · meeting environments

AV In-room AV & smart room — mobile as the master controller TECH AMSYS

Voice control · smart HVAC · scene automation · IPTV · mobile app control

Room responds to voice and mobile for climate, lighting, DND, housekeeping requests, wake-up, and F&B orders. Content platform curated to the guest's profile. Lighting scenes adapt to time of day. Room learns from the stay — if the guest lowers the temp every night at 10pm, it anticipates it on night two. APEX Global monitors and manages the AV system remotely. Issues resolved before the guest notices them.

MOBILE TOKEN:
The guest's phone is the primary room controller. App control for all room functions, voice as a secondary. When the guest's phone leaves the room, the system can auto-set an eco mode. When it returns, it restores the guest's last scene automatically.

AMSYS: in-room display + IPTV system | AMSYS: in-room audio distribution | AMSYS: AV control system + mobile integration | AMSYS: APEX Global 24/7 managed AV monitoring

CUE Proactive service triggers via mobile location BLEND

Behavioral signals · AI service cues · Apple Watch staff alerts · zone-based anticipation

Guest's phone shows they've left the gym — pool attendant's watch fires: towel and preferred cold drink ready at their usual chair. Phone shows two room service orders — concierge is cued to connect them with the restaurant. Phone hasn't moved to the spa floor despite a booking — a gentle message confirms or offers to rebook. The hotel anticipates because the mobile token reports location. Service looks like intuition.

MOBILE TOKEN:
The guest's mobile location within the property is the behavioral signal. Floor-level BLE triangulation (not GPS — no outdoor signal required) tells the system where the guest has been and where they're heading. Every movement is a service opportunity.

AMSYS: BLE beacon grid — gym, pool, spa, dining, lobby, all floors | AMSYS: WiFi coverage (all service zones + amenity areas)

HK Housekeeping intelligence BLEND

Mobile location scheduling · DND via phone · preference routing · non-intrusive service

System learns the guest's pattern from mobile movement — late sleeper, early gym-goer, out by 9am. Housekeeping is scheduled around actual behavior, not assumptions. Guest activates DND via phone with one tap. Preferences pre-loaded: extra pillows, specific toiletries, no turndown. The housekeeper arrives informed. The room is always right without the guest having to ask twice.

MOBILE TOKEN:
When the guest's phone leaves the room floor, housekeeping can be notified — no physical DND sign needed. When the phone returns, a 10-minute buffer prevents intrusion. Mobile movement data makes scheduling precise instead of guesswork.

AMSYS: BLE beacons (room corridor + elevator zones for mobile exit detection)

MTG Meeting & event AV environments BLEND AMSYS

Ballroom · boardroom · breakout spaces · hybrid meeting · Symetrix DSP audio

One-touch room control, broadcast-quality audio, flawless presentation systems, and full hybrid meeting capability. APEX Global manages these systems so hotel staff aren't troubleshooting a projector when a CEO needs to present. The space is ready. The tech is invisible. The experience is professional every time.

MOBILE TOKEN:
Meeting organizer's mobile token unlocks the meeting room and activates the preferred AV configuration. Guest presenter phones connect to display systems wirelessly. No cables. No login screens. The phone that's been the guest's key all week is also the boardroom remote.

AMSYS: ballroom / boardroom AV design + installation | AMSYS: APEX Global managed event AV services | AMSYS: Symetrix DSP audio control + distribution
AMSYS: structured cabling + signal distribution throughout

DEPARTURE Express exit — last impression is the lasting impression

FOL Express check-out & mobile folio review TECH

Mobile folio push · auto-checkout · instant email receipt · zero-friction exit

Folio is pushed to the guest's phone the night before departure. Review, dispute, or approve from bed. Checkout executes automatically at the designated time. No line. No desk visit required. Most guests walk out without a single transaction in sight. Departure feels like leaving a friend's house — because all the friction has been removed.

MOBILE TOKEN:
The mobile token handles the entire checkout: folio delivery, approval, and auto-execution. On departure, the phone key is automatically deactivated and the profile enrichment loop is triggered. The guest's device closes the loop from first to last.

BYE The send-off — Apple Watch farewell & DOOH moment HUMAN AMSYS

Mobile exit detection · doorman Apple Watch farewell brief · lobby DOOH farewell

As the guest's mobile token crosses the lobby exit threshold, the doorman's Apple Watch fires a farewell brief: photo, name, a genuine highlight from the stay, a re-booking note. "It was a pleasure having you for your anniversary, Mr. Chen. We've already noted your preferences for next time." That line lands because the system built the context. The human delivers it with warmth. The last impression is the one that brings them back.

MOBILE TOKEN:
Lobby exit geofence on the guest's phone triggers the doorman alert with a 30-second lead — enough time to step forward, make eye contact, and deliver a personal farewell before the car arrives. The same phone that started the journey ends it.

AMSYS: motor court / lobby DOOH — personalized farewell content display | AMSYS: BLE beacon (lobby exit threshold trigger)

LOOP Post-departure profile enrichment & AI learning loop TECH

CRM auto-enrichment · sentiment analysis · loyalty update · cross-property profile sync

Every preference expressed, every outlet visit, every service interaction enriches the guest profile automatically. Sentiment analysis on any post-stay review routes genuine issues to the GM before they become public. The mobile token profile — now richer for every interaction — syncs across the portfolio. The first stay is good. The second is better. The third feels like the hotel was built for them.

MOBILE TOKEN:
The mobile token's interaction history from the entire stay is the data source for post-departure enrichment. Every zone visited, every outlet triggered, every room control used — written back to the permanent profile, ready for the next property in the portfolio.