

GUIDELINES FOR DESCRIBING CIRQ+ TO CLIENTS AND IN MARKETING MATERIAL

IN-ROOM WI-FI

What CIRQ+ **DOES** offer:

- In-room IoT wireless for comfort controls only (Blinds, Lights, HVAC, ect.) via ZigBee, Zwave, WiFi)

What it **DOES NOT** offer:

- In-room high-speed internet connectivity for laptops and mobile devices.

Clarification:

- There has been a lot of confusion over this and we don't want to be misleading.
- Wi-Fi connectivity is currently offered through the Hotel.
- CIRQ+ offers in-room comfort controls for guests, and allows hotels to remotely adjust energy consumption when rooms are unoccupied.
- We recognize that offering in-room, hi-speed Wi-Fi is a must have for today's tech-savvy guests, therefore it is on our roadmap for gen 2 product.
- It will be available as a modular upgrade.

INCREASES REVENUE

What we **CAN** say CIRQ+ does:

- CIRQ+ increases operational efficiencies by providing automated controls through a state-of-the-art energy management system (EMS) when guests are away from their room.
- This also allows housekeeping to prioritize their room cleaning schedules.

What we **CAN NOT** say CIRQ+ does:

- Increases Revenue

Clarification:

- There are many things that factor into hotel revenue - price, market, occupancy rates, etc. These things are outside of what CIRQ+ currently features.
- We have no quantifiable evidence that CIRQ+ alone will increase revenue for properties at this time. However, we can say that CIRQ+ has been developed to enhance guest experience, build loyalty and drive repeat business.

DECREASES ENERGY CONSUMPTION

What we **CAN** say CIRQ+ does:

- Decreases **guest room** energy consumption based on occupancy sensors and controls.

What we **CAN NOT** say CIRQ+ does:

- Decreases energy consumption throughout the property.

Clarification:

- There are many areas of the hotel that use large amounts of energy, i.e. kitchen, laundry, etc., that CIRQ+ has no impact.
- Energy costs in hotels depend on where they are located and the costs of electricity in that area. For instance, electricity in Hawaii in 2017 was 34 units per kwh vs Washington which was 9.5 units per kwh.
- Travelers are notorious for leaving their HVAC, lights and some electrical appliances on while away from their rooms. It is estimated that most travelers spend 12 hours a day or 50 percent of their time away from their room, therefore if hotels can control energy while their guests are away, it should reduce in-room energy consumption or improve operating costs depending on the location of the property.

CUSTOM TEMPERATURE CONTROLS

What we **CAN** say:

- CIRQ+ will allow guests to control room temperatures and personal preferences through their mobile devices or through the CIRQ+ platform.

What we **CAN NOT** say:

- CIRQ+ will program guests' unique temperature preferences and maintain the room at that temperature.

Clarification:

- CIRQ+ offers convenient controls for guests to set their desired room temperature preferences and for hotels to adjust it when unoccupied through room automation control/settings.

AUTOMATIC POWER ADJUSTMENT

What we **CAN** say:

- Hotels can remotely adjust guest room temperature to a minimal setting, turn off lights and electric appliances and open or close blinds, while room is unoccupied.

What we **CAN NOT** say:

- Power will shut off when the guest is not in the room.

Clarification:

- People may think this includes HVAC, which would make the room very uncomfortable depending on the location and time of year.

DETECTION SYSTEM:

What we **CAN** say:

- Smart Sensors detect when a guest is returning to their room. The system will then revert the temperature to the guest's preferences

What we **CAN NOT** say:

- The system can detect when the guest is approaching the room and powers back up to the desired custom settings.

Clarification:

- The latter is somewhat ambiguous.

VOICE ACTIVATION

What CIRQ+ **DOES**:

- CIRQ+ offers Bluetooth hi-fi speakers for guests to stream music
- It offers a connection to services in the hotel room, i.e. front desk, housekeeping, room service, etc., through a mobile app or using the CIRQ+ device.

What it **DOES NOT** do at this time:

- Voice activated technology and voice controls

Clarification:

- There are many privacy and security issues with voice activated technology, we wanted to make sure that is was something hotels and their guests wanted.
- We are developing a voice activated module that can be integrated into the CIRQ+ stack that will offer unique and novel voice controls that not only meet security and privacy protocols but will be superior to anything else on the market.

ROI OF 2 YEARS IN ENERGY SAVINGS ALONE

What we **CAN** say CIRQ+ does:

- CIRQ+ includes state-of-the-art energy IoT controls for properties and energy management system (EMS) to remotely monitor and adjust energy usage by intelligently adjusting room temperatures, lighting, and outlets based on guest occupancy. This will reduce guestroom energy costs and improve operational efficiencies.

What we **CAN NOT** say CIRQ+ does:

- Provides an ROI within 2 years in energy savings alone.

Clarification:

- Energy costs in hotels depend on where they are located and the costs of electricity in that area. The ROI will take less time in areas where energy costs are higher and more time where energy costs are lower. Additionally, there are areas of hotels that can consume large amounts of energy, depending on the system they have in place i.e., boilers, kitchen, laundry.

CIRQ+ IS A PLATFORM-AS-A-SERVICE

CIRQ is actually a cloud-based, platform as a service. However, this message is only meaningful to the IT buyer---it is more than likely that the financial buyer (the GM , owner, etc) will be confused as to why this is important to him/her. If we use it generally in the message, we should include the layman's explanation that would resonate to them ("What means to you, Ms Customer, that it is lower cost to deploy, maintain and upgrade over the life of the product and may even extend the life of the product. It also enables the collection of operational data the will help you better manage your properties.