



Case Study for cStar Vending Genie™ Hospitality

Hotel: Ambassador Conference Resort in Kingston, Ontario

In March 2005, in collaboration with Bell Canada as the systems integrator and Coca-Cola Bottling Company, cStar Technologies Inc. successfully launched the first wireless and cashless vending machine solution in Kingston, Ontario. cStar Technologies' Vending Genie™ Hospitality system was seamlessly integrated to the hotel PMS and room key card system.

The deployment was the first of its kind in the world to combine mobile phone and room key card technologies for cashless vending. Guests at the Ambassador Conference Resort were able to purchase their favorite beverages by simply swiping their hotel room key card through the machine's card reader or by using any mobile phone. The cost of the drink is then posted in real-time on the guest's room bill. A total of eight machines at the hotel were networked with the cStar's wireless LAN, SkyGate®.

The hotel guests used their hotel room key card for making purchases while the visitors and conference participants used the prepaid cards and mobile phones. The prepaid cards were available for purchase at the hotel. The results of the deployment were:

- 100% Hotelier feedback
- No occurrences of vandalism to the machines.
- A substantial increase in the vending sales.
- Positive guest experience and feedback.
- 99.9% System reliability

"The owners, management and staff of the Ambassador are absolutely delighted with the cashless vending program and we want to keep it forever. The ease of use, the convenience for our guests, the absolute elimination of attempted vandalism to these vending machines, the increase in usage... this is definitely a WIN, WIN, WIN, WIN solution. We are indeed privileged and fortunate to have been considered as the test pilot for this exciting, innovative technology advance."

- Venicio Rebelo, General Manager, Ambassador Conference Resort

With the implementation of cStar's Vending Genie™ Hospitality, Ambassador Conference Resort is now delivering the guest centric cashless vending service while reaping the benefits of additional revenue and operational efficiency.

If you would like further information about cStar Vending Genie™ Hospitality solution or other cStar solutions, please contact us at:

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