



The innovative CitizenM hotel concept won the prestigious 'Worldwide Hospitality Award' before any customers had even crossed the hotel threshold.

Beckhoff Building Automation helps provide the best in comfort and customer service at the CitizenM design hotel

## Modular control technology for a modular hotel

→ The new Dutch hotel chain CitizenM is arousing interest with its high-tech room fittings that offer guests every possible electronic comfort. The guest can regulate the LED lighting, WiFi for wireless Internet access, Voice-over-IP, the music system and TV individually according to the guest's wishes. Each room is controlled individually by a Beckhoff Embedded PC. The first CitizenM hotel opened in June 2008 at Schiphol Airport in Amsterdam. Further hotels are planned in Europe, America, Asia, Australia and the Middle East.

The CitizenM hotel chain offers its guests affordable luxury. Partner and Director of Marketing, Robin Chadha explains that low price and luxury do not have to be contradictory: "First of all, the construction costs for this hotel are relatively low. The rooms, which are about the same size as a sea freight container, are prefabricated in a factory and subsequently assembled at the building site like a construction kit. As soon as the four cables and the water and drain systems are connected, the room is completely ready for use. In addition to that, we have a relatively small advertising budget and there are fewer visible employees than in a high-price luxury hotel."

The CitizenM concept is based on surveys, according to which the modern traveler places the highest value on the quality of the bed, followed by the shower, the electronic equipment and the fittings. The architectural consultancy, Concrete, designed the hotel rooms on the basis of these four basic requirements. The rooms are equipped with an extraordinarily large bed, a so-called "rain shower," designer fittings and the latest technical appliances –all at an affordable price.

Each hotel room has LED lighting, WiFi for wireless Internet access, Voice-over-IP, a music system and TV, all of which are controlled by a single remote control, the 'Moodpad' by Philips. "The backbone of the system is the IP network in the hotel," explains Project Manager, Peter Boon from Philips Applied Technologies.

"All systems, plus a central computer system are connected to this network, in which the personal tastes of the users are saved. Next time the guest visits a hotel from the chain, the room will be automatically adjusted to his profile from his last stay."

Each room has its own controller, the CX9000 Embedded PC with the associated I/O terminals. The CX controller regulates and controls all of the room functions, for example, the lighting (including the colors in the room), access control, the temperature and the curtains. Each guest is given a personal card containing an RFID chip, which they can take home with them. The RFID chip also serves to lock and unlock the room. In this way, the hotel staff can see which rooms are currently occupied at any time in the central computer system.

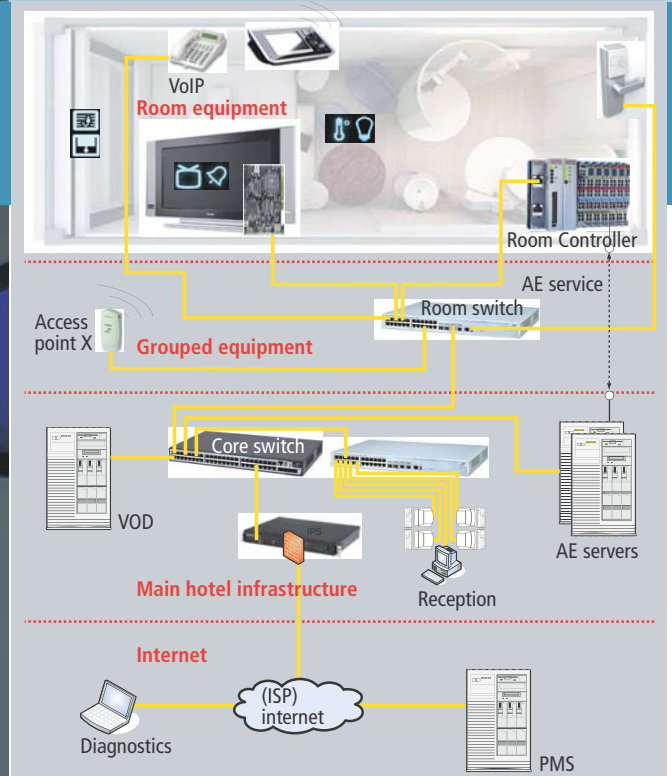
→ CitizenM Hotels [www.citizenm.com](http://www.citizenm.com)

→ Industrial Automation Link [www.ial.nl](http://www.ial.nl)



Each hotel room is fitted with LED lighting. The color can be changed for different lighting scenes.

Control structure in the CitizenM hotel



The rooms are adapted precisely to the guest's wishes: they are equipped with a large bed, a "rain shower," designer fittings and the latest electronic appliances.