

PRESS RELEASE

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Pinnacle Adds Voice Activated Guestroom Telephone By Roxy Device To Its Extensive Solutions Lineup



ROXY



Roxy is a speech enabled device that provides curated and personalized in-room concierge services. The device is built from the ground-up for the hotel industry and enables hotels to have full control over the persona, services and information guests interact with. Guests use the device by asking a question or making a request. Roxy intuitively understands the questions or request and responds immediately.

What makes the product special?

Since the recent launch of Roxy, industry-leading hotels across North America have been adopting the device to provide guests with instant access to property-specific information and services. With Roxy, guests are given their own personal concierge, removing the need to ever pick up the phone or wait at the front desk. Hotels that use Roxy reduce operational costs, increase access to services that drive revenue, and act on data-driven insights. Roxy gives hotels the ability to replace the phone or clock radio; staff is freed up to do more value-added work.

The team behind Roxy previously worked at Amazon and Microsoft, with experience working on Amazon Alexa. They built Roxy to directly address the limitations of consumer-facing speech enabled devices. Specifically, the team believes that hotels need full control over the device, with end-to-end customization. This includes control over the native-app experience, the artificial intelligence, as well as the data that is sent back to the property. A core tenet is easy onboarding; hotels can onboard in less than a day without having to write code or engage IT.

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