

# INFUSION CASE STUDY

## JW MARRIOTT EXPERIENCE LOUNGE APPLICATION FOR MICROSOFT SURFACE AUGMENTING THE GUEST EXPERIENCE BY IMPLEMENTING EMERGING INTERACTIVE TECHNOLOGIES



### Vertical

Hospitality & Tourism  
Experience Lounge

### Technology

Microsoft Surface  
WPF  
Microsoft Expression Blend  
.NET Framework  
C#  
Flickr and Facebook APIs

### Additional Media

[tinyurl.com/Infusion-Exp-Lounge](http://tinyurl.com/Infusion-Exp-Lounge)

[http://www.nytimes.com/  
2010/05/06/business/  
06CONNECT.html](http://www.nytimes.com/2010/05/06/business/06CONNECT.html)

### CLIENT

Marriott International has 14 brands and over 3,100 hotels and resorts worldwide. As a leader in the hospitality industry, Marriott enjoys outstanding name recognition, exceptional customer preference, unprecedented international locations and a reputation for operational excellence. A division of Marriott International, JW Marriott offers luxury hotels and resorts around the world.

### PROBLEM

JW Marriott was seeking a new and innovative way to enhance the guest experiences offered at their flagship San Antonio hotel. By employing emerging and first-to-market technologies, JW Marriott wanted to provide their guests with a memorable experience and allow them to share their experiences with friends and family as they took place. To meet these demands, JW Marriott engaged Infusion's hospitality and tourism design and development team to implement an Experience Lounge and accompanying software in their new San Antonio location.

### SOLUTION

Infusion worked closely with JW Marriott technology stakeholders and brand managers to construct a new platform that seamlessly combined a Natural User Interface (NUI) with social networking.

The resulting JW Marriott Experience Lounge application for Microsoft Surface allows guests to interactively select, edit and share photos via popular channels, such as email, Facebook, and Flickr, from anywhere in the world. Guests are able to create their own keepsakes by having photos printed on an album or archived onto disc. In addition, the solution presented guests an opportunity to submit images for a contest that awards a daily prize for the best submitted photograph.



**Figure 1: Unique Customer Experience**

Taking advantage of Surface's intuitive interface and multi-touch capabilities, the JW Marriott Experience Lounge application for Microsoft Surface allows users to view their photographs and create albums or share them on social media networks.



**Figure 2: Photo Editing Options**  
 Images can be selected and modified via crop, red eye, and color tools. These actions can be applied and modified by guests prior to publishing.



**Figure 3: Uploading Photos to Social Media**  
 Once edited, images can be uploaded to Facebook and Flickr, or sent via e-mail to friends and family. Built-in software integration allows photos to be added, sorted, and published as required.

## RESULTS

Once live, the JW Marriott Experience Lounge application for Microsoft Surface provided an immediate benefit by enriching the stay of guests at the hotel. By allowing guests to interact with and manage their experiences in a collaborative manner, and easily post and share photos via online social media and email, JW Marriott ensured their guests would have a lasting, memorable stay.

As a result of implementing an innovative Experience Lounge, JW Marriott continues to position themselves as innovators both in technology and the services they offer their guests. The Microsoft Surface application, particularly when integrated into a full Experience Lounge, delivers a guest experience that drives ancillary sales and has the ability to improve customer retention.

## ABOUT EXPERIENCE LOUNGES

An Infusion Experience Lounge is a space that puts the latest Microsoft technologies in the hands of guests for an encounter that creates memories, drives ancillary sales through the marketing of food and beverage and hotel services, and encourages customers to enjoy amenities beyond their room.

Using a variety of unique technologies including Xbox 360, Microsoft Surface, Windows 7 Productivity Stations, TouchTV, and Zune, connected Experience Lounges are an opportunity for hotels to make an immediate impact, differentiate their brand, and extend the guest experience.

## ABOUT MICROSOFT SURFACE

Microsoft Surface provides a platform for businesses to improve communication and more efficiently deliver information and services to their customers. The intuitive and approachable multi-touch, multi-user interface is collaborative and easy to learn, and familiar software makes Surface simple to manage.



**Figure 4: Multi-Touch User Interface Design**  
 Drawing upon an expertise developing Natural User Interfaces (NUI), Infusion's in-house user experience design team created an innovative display that encouraged interaction and exploration.