



FOR IMMEDIATE RELEASE

Furama City Centre Introduces Echo Dot Invisible Butler

SINGAPORE – Furama City Centre announces the introduction of Amazon’s Echo Dot, a hands-free, voice-controlled device to be placed in selected guest rooms, enhancing guests’ in-room experience. This new service initiative underscores the Hotel’s value proposition of creating memorable guest experiences. Furama City Centre is the first four-star in Singapore to roll out this voice-controlled device in-room, and presents guests with their very own ‘invisible butler’ that will control room lights, play music, tell bed time stories to children, read news, conduct your own personal fitness work out and more, with voice commands in an easy, intuitive way.

This futuristic technology creates a seamless in-room guest experience, and infuses an effortless accessibility for Furama City Centre guests. There is no longer a need to manually flip light switches, constantly check weather forecast, or manually turn on the music. With simple voice commands, guests can enjoy and revel in an engaging experience with pre-programmed answers pertaining to their trip.

Called Alexa Voice Service, it will be the invisible butler that can recommend nearby attractions to visit, the nearest convenience store and the operating hours of facilities within the hotel. Furama City Centre hopes that the cutting-edge technology will allow guests to soak in the fuss-free experience, to save time and be pampered. Furama City Centre will first roll out the Amazon Echo Dot in 23 of the hotel rooms and will look to expand this technology for the remaining guest rooms.

“We are extremely pleased to be introducing the Amazon Echo Dot in our rooms. Echo connects to the Alexa Voice Service to play music, control room lights, provide information and voice commands. To use Echo, guests just need to say the wake word "Echo" with a command, and they will be able to receive a response instantly. The millennial generation, and users of iPhones who understand how Siri works, will be familiar with this technology. By introducing this intuitive device in-room, we hope to provide a different dimension to the in-room experience for our guests and finally bring more value to our customers,” commented Mr. Jovian Hun, Hotel Manager, Furama City Centre.



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With this invisible butler, Furama City Centre hopes to bring to their guests an enhanced hospitality experience with a recommended list of local favourite food, places of attraction within the hotel's vicinity, information about the hotel, to name a few. Amazon Dot Echo is an integral effort of the hotel's holistic initiative of encouraging all guests to indulge in the exquisite holiday experience. Along with the voice control technology, Furama City Centre also extends complimentary events such as exploring prominent attractions within the neighbourhood in Chinatown with the Heritage Walk, and going for recreational run along the Singapore River. With the complement of enhanced technology and the slew of recreational activities, Furama City Centre will be able to provide a memorable journey for their valued guests.

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About Furama City Centre

Furama City Centre is part of Furama International Hotel's extensive portfolio, which includes properties strategically located in bustling cities and scenic getaway locations. Furama City Centre lies in the heart of vibrant Chinatown, with a rich culture and long-standing history. Just within the vicinity, attractions, wide spectrum of dining options, entertainment and shopping are easily accessible on foot or by public transport. With the freshly refurbished lobby completed in early 2017, the four-star property is now brightly filled with vibrant colours, projecting a modern hotel in the middle of a bustling area in Singapore. The exquisite, 445-room hotel caters to leisure and business travellers, offering them the warmth and comfort in a relaxed and cosy environment. Furama City Centre is committed to creating memorable guests experience with the recent introduction of a series of initiatives and exceptional customer service.

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