



Contact: Amy Linert
McMurry
(480) 529-8326
Amy.Linert@McMurry.com

Hotel Wilshire and Luxe City Center turn to guestLINK™ for the latest in guest room connectivity panels.

Posh Los Angeles hotels providing guests with a sleek way to connect personal electronics to the TV

(November 1, 2011) – Staying connected isn't a luxury anymore, it's a necessity. Who doesn't travel with their smart phone, laptop and other electronic entertainment devices these days? [guestLINK™](#) is an innovative connectivity panel bringing personal entertainment and internet right to the hotel TV screen so guests can stay connected to work or play. The newest properties to add guestLINK™ are L.A.'s Hotel Wilshire and Luxe City Center.

[The Hotel Wilshire](#), is a modern boutique hotel that's been melded into an eco-friendly LEED Certified hotel, and is located in the heart of the famous Miracle Mile Mid-Wilshire Corridor. The Hotel Wilshire installed 580 guestLINK™ panels this past month and included iPod cables in each room for easy connection.

[Luxe City Center](#), is located on Figueroa Street, and is known for its proximity to L.A. landmarks. Now, guestLINK™ connectivity panels are included in the Luxe City Center's 164-room and 16-suite property.

"Smartphone, laptop, iPad®, you name it, guests arrive with technology in hand – so it's no surprise that the hotel industry is preparing for the vast influx in connectivity needs by installing guestLINK™," said J. Glynn Gross, CEO of Communication Integrators, Inc. and the manufacturer of guestLINK™. "Technology is a key component to enhancing the guest experience and we love that chic hotels like Hotel Wilshire and Luxe City Center are embracing the need for connectivity."

Guests crave the ability to connect their technology and guestLINK™ is the answer for those who use electronics. For guests of Hotel Wilshire and Luxe City Center, guestLINK™ means no more searching in vain for an elusive Ethernet connection or settling for tunes played on the clock radio. Through the guestLINK™ console, guests plug in their laptop, iPad®, iPod®, Android™, Xoom™, personal gaming station, camcorder or digital camera, and enjoy their personal devices from the comfort of their hotel room – bringing entertainment right to the room TV.

According to a recent [ADWEEK/Harris](#) poll, more than 80% of vacationing adults travelled with some sort of electronic device this past summer. 50% of travelers brought their laptop, 45% travelled with their smartphone and 35% travelled with some sort of MP3 player. Other research also reveals that 37% of hotel guests who use guestLINK™ will spend more time using their personal electronics during their stay, creating an opportunity for hotels to generate additional revenue by promoting room service and other on-site hotel amenities.

For more information or to inquire how to include guestLINK™ in a hotel remodel or new construction project, visit www.guestlink-cii.com

###

About Communications Integrators, Inc.

Since 1988, Communications Integrators, Inc. (Cii) has pioneered electrical solutions, leading the market in modular power, voice and data systems designed to keep the workplace dynamic and ready for change, as well as connectivity panels created to revolutionize the hospitality industry by enriching the in-room experience for hotel guests, hospital guests, and those who use multiple technology devices.

In its evolution of connectivity technology products, Cii strives for excellence and integrity in the services performed and the products produced. Products like **stationLINK**, utilizes a unique plug and play modular feature to provide the infrastructure companies need to power any office environment whenever and wherever required, at the lowest cost. Extending the versatility and plug-in-play technology, **slotLINK** allows casinos to reconfigure an entire floor of gaming machines with minimal disruption and lowest cost of ownership. **guestLINK™** is a first-of-its-kind single HDMI connectivity panel that enables users to easily connect all of their personal electronic devices to an HD flat-panel TV, enhancing in-room experiences and improving bottom line. For more information, please visit www.ciinet.com.