

# LATITUDE

Mobile App



## WHAT IS LATITUDE FOR MOBILE?

Latitude is a mobile application platform built for your guest's devices and runs on both iOS and Android. With Latitude, you can customize a mobile application specifically for your property. Use Latitude to make dinner reservations through OpenTable, schedule spa appointments via SpaSoft, view weather, send push notifications, and much more! Your app can integrate to any third-party software, as long as there is an open API. Your team can quickly update Latitude—switch out photos, update descriptions, and add an extension to the directory—with our easy-to-use content management system (CMS). These mobile applications are a beautiful extension of your property and allow your hotel to be with your guest before, during, and after their stay.

A hospitality application must be more than a basic information sharing service. Latitude is the missing piece your Sales and Marketing teams require to add revenue to your property. Your guests want the ability to browse your services and amenities on their own time, and not during the check-in process. Upselling amenity packages should begin before their visit for a relaxing and seamless guest experience – with Latitude your guests can instantly book right from their devices.

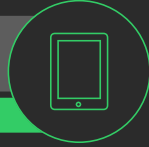


## KEY FEATURES

- iOS & Android Platforms
- Portrait and/or Landscape Orientation
- Content Management System (CMS)
- Multi-Language
- Multi-Property Capable
- Display Guest Loyalty
- Display and Update Activities and Area Attractions
- Express In-Room Dining
- Geo-Fencing
- Third-Party API Integration
- Make-A-Request
- Chat Feature
- Survey and Comment Option

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## FAQ'S

### Q: WHO OWNS THE APPLICATION AFTER DEPLOYMENT?

A: Nowhere on your application will it say designed by Percipia. When the applications are added to the Apple App Store and Google Play Store, an account will be created in our client's name giving the appearance that our clients created them.

### Q: HOW DOES GEO-FENCING WORK?

A: Geo-fencing puts a location-based restriction on your application. Certain pages and features within the application like express in-room ordering will be disabled until we know the device is on the property; ensuring the guest is able to receive their dining order.

### Q: WHAT IS THE PROCESS AND TIMEFRAME FOR DEPLOYING AN APPLICATION?

A: Once the Scope of Work and contracts are signed, Percipia design and technical team will initiate a kick-off call to gather information about brand standards, app architecture, and third-party integrations. Depending on the complexities of the application could take between 3-9 months from start to finish.

## THE POSSIBILITIES ARE ENDLESS!

What sets Latitude application apart from our competitors is the ability to integrate to all your hotel systems\*. Since Percipia is the expert in PBX and PMS integrations, Latitude has the advantage of knowing who is checked-in, displaying guest folio and even posting to the POS.

To ensure an organized guest request service, Latitude has the ability to Geo-fence all guest devices. Geo-fencing forces your guest's application to be on property to order in-room amenities and submitting work order tickets. We even have the ability to work with beacons to push notify your guest of a promotion once they walk in front of your restaurant or gift shop.

\*All systems must have an open API to integrate into Latitude.



## A FEW HAPPY CUSTOMERS



Resort World  
BIMINI  
RESORT-CASINO-MARINA



Kalahari  
RESORTS &  
CONVENTIONS



THE POST OAK  
AT UPTOWN HOUSTON  
LANDRY'S



CROC'S  
RESORT & CASINO  
All-Inclusive  
Jacó Beach - Costa Rica

## LATITUDE WORKS WITH:



## LATITUDE CMS SERVER SPECIFICATIONS:

Latitude CMS  
CPU: 4 cores at 2.8  
RAM: 4 GB  
HD: 80 GB