

InnSpire technology makes Urban House the world's first TIDAL enabled hotel

Copenhagen, Denmark - Urban House, the new 950 bed hotel in Vesterbro, Copenhagen, is the first hotel in the world to be Tidal enabled thanks to InnSpire, the leading hotel technology firm.

Global music and entertainment platform TIDAL has created TIDAL Business to enable businesses to legally stream music. TIDAL Business also has a jukebox capability allowing customers the options of selecting music and gives hotels the option of selling airtime to other local businesses. Working with Stockholm based InnSpire and using their Guest Wireless Streaming capabilities, Urban House can now create play-lists for different areas of the hotel and at different times of the day or night. It is fluid, responsive and ensures the beat of the music matches the pulse of the hotel.

"We've known for a long time that each hotel is unique but at the same time needs to represent its brand" says Kai Eggert, director of TIDAL Business. "Now they can legally play an unlimited selection from our catalogue of 36 million tracks and 86,000 music videos creating different vibes and moods in different parts of the hotel. If Urban House wasn't the coolest hotel in Copenhagen before, it is now."

InnSpire requires no work on the part of guests, upon check in all guests are able to use any mobile devices to access hotel services over the free hotel Wi-Fi without having to download any additional apps. This simple solution enables guests to access all hotel amenities and services from anywhere in the hotel.

"We are thrilled to partner with The Godfrey Hotel Boston, and look forward to helping the hotel find new ways to make every guests' stay even more special," says Martin Chevalley, InnSpire CEO and Co-Founder. "InnSpire exists to help hotels better embrace their role as hosts, and to optimise operations through the use of real-time data."

Thomas Bagger, hotel manager of Urban House says,

"TIDAL is exactly what we were for at Urban House, but we needed the right technology. Now we can create the perfect atmosphere in different areas of the hotel; cool in the lobby, warm in the restaurant, party in the bar. Being able to match the mood of the music to the mood of the moment is exactly the vibe we want Urban House to have and a neighbourhood like Vesterbro requires. InnSpire and TIDAL make this possible."

Making this thoroughly Scandinavian vision a reality, was Stockholm based InnSpire with their industry leading Guest Wireless Streaming service. This app-less system allows staff to control the music from anywhere in the hotel and combined with InnSpire's focus on real-time data means Urban House can select the music that matches the demographic of their guests and control that for different areas of the hotel. This approach matches perfectly TIDAL Business' ability to give every guest access to TIDAL for in room entertainment, through the hotel's media system or the guests own personal devices.

Martin Chevalley, CEO and Co-Founder of InnSpire says,

"The world has become ever more personalized and customized. People can create and stream their own music, but hotels and businesses haven't been able to do that. A hotel is a constantly moving place and a CD or radio is today a very poor way of creating the right mood. This system helps Urban House to entertain better and our system is designed to help them be much more responsive through the smart use of the real-time data we offer. We're proud to partner with Urban House & TIDAL for this world first."

About TIDAL

TIDAL is a global, experiential, entertainment platform built for fans, directly from artists around the world. TIDAL members enjoy exclusively curated content that directly connect artists with their fans in multiple ways. The service offers high-fidelity, CD sound quality music, high resolution video, an opportunity to discover new artists via TIDAL Discovery, and unique experiences via Tidal X. TIDAL is available in more than 46 countries, with a more than 36 million song catalog and nearly 86,000 high quality videos. Follow TIDAL at <http://facebook.com/tidal>, <http://twitter.com/tidalhifi> and <https://instagram.com/tidal/>.

About Urban House

A brand new hotel and shared rooms concept that opened with 950 beds in 225 rooms the 1st of March 2015. The hotel is located in the middle of Vesterbro, one of the hippest areas in the Danish capital. Urban House is owned and operated by Padox Operations which has a hotel portfolio of 16 hotels encompassing 5 000 rooms across six

