

Press Release

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Kube Systems and Airwave Announce European Distribution Agreement

Leading supplier of in-room electronics across Europe adds in-room and public-area charging solutions to its portfolio; KS Clock™ and KS Portable™ charge up to six Apple/Android/Blackberry devices simultaneously



[Jericho, NY—February 17, 2016] — Hotels across Europe are now being introduced to two new mobile charging solutions capable of powering up to six mobile devices at one time thanks to a new distribution partnership that began in January between [Kube Systems](#) and [Airwave](#). Europe's leading supplier and installer of hotel televisions, content programming and WiFi has added the [KS Clock™](#) and [KS Portable™](#) to its portfolio. The KS Clock™ features Bluetooth streaming, an intuitive alarm clock and the ability to charge up to six mobile devices with an Apple® Lightning, Apple® 30-pin, and Micro-USB flip-out cable, two additional auto-sensing USB ports and optional Qi wireless charging. The KS Portable™ does the same, but without the clock or streaming audio capability.

"Many European luxury hotels, particularly those in heritage buildings, have a restricted number of electrical sockets," said Peta Austin, Airwave Business Development Manager. "For housekeepers it's a nightmare because often guests move furniture in search of an outlet to plug in a smartphone or tablet. Most guests now have two or more smart devices that need charging, putting pressure on available sockets in a room, and these devices are likely to be loaded with favorite music, podcasts or films. Guests really appreciate attention to detail in meeting their needs. The KS Clock™ will charge multiple devices simultaneously with the necessary cables attached, play guests' preferred music through the Kube's superior audio speaker, and wake them when the alarm is programmed. All this is being accomplished from one socket.

"By selling the KS Clock™ for guestrooms and the KS Portable™ for public areas, Airwave is resolving the logistical socket/charging problem once and for all," she said. "These Kubes are what I like to call a 'Little Box of Magic,' and hoteliers who see them wonder how they ever got along without them."



A case in point: Last week Austin said she and her colleagues attended a sales meeting in a London hotel boardroom. Around the conference table sat 20 people; each person had a cell phone, laptop and tablet computer. The room, however, was equipped with only four wall sockets, and none were in close proximity to the table. Before a fight ensued over who could get to the outlets first, Austin retrieved the KS Portable™ from her briefcase, consisting of five charging Kubes encased in a Charging Tray. She placed the five units down the center of the conference table. The charging problem was resolved.



“Hoteliers assume they’ve already addressed guests’ demands for cell phone charging because they have a charging dock in each room,” she said. “What they don’t realize is that the equipment is a fossil. The message this is conveying to guests is, ‘*We don’t see you as a preferred customer. If we did, you’d be able to charge your non-Apple device.*’ More time and money is spent considering the soft furnishings in a room than actually purchasing a functional piece of charging audio room equipment that today’s travelers expect.”

Unlike other in-room alarm clocks with charging capabilities, the KS Clock™ features a mobile Room Programmer launched via an Android App. The tool offers a GUI touchscreen experience, making it easy for hotel staff to program. The Kube also features a Bluetooth (BT) Clear Cache Interval setting that specifies how long a mobile device will remain in memory. This way a previous guest cannot pair to the new guest’s KS Clock™.

“Everyone we’ve shown these Kube solutions to absolutely love the product, from the Cavendish hotel in London to the Jumeriah Frankfurt and Westin Dragonara in Malta,” Austin said. “Some want branding added while others want to add it to their retail offering. The KS Clock™ is the first thing a guest will see in the morning and it’s the last thing they see at night because it’s at their bedside. We know adding Kube Systems to the Airwave portfolio will be a huge success, as we anticipate hotels across Europe will request it.”

Dave Weinstein, Kube Systems Vice President, said Airwave is a forward-thinking company always striving to enhance the guest experience.

“Kube Systems is delighted to add Airwave to our growing list of global distribution partners,” Weinstein said. “We are proud to assist this leading supplier in their quest to becoming a one-stop-shop for the in-room electronics traveler’s demand.”

About Airwave

Airwave is one of Europe’s leading suppliers, installers and integrators of digital hotel televisions, signage and audio visual equipment, with direct manufacturer relationships including Samsung, LG, Philips, and Toshiba. Airwave has supplied and installed over 250,000 digital ready televisions within 5000+ Hotels, Hospitals, Student Accommodations and Commercial buildings, including major IPTV (Internet Protocol TV) and digital signage projects within these environments. Today Airwave is the European supplier of the KS Clock and KS Portable solutions. Perfect for hotels, the device has Qi wireless charging, wired charging for all the latest Apple/Android and Blackberry devices, as well as Bluetooth Audio Connectivity. Visit www.airwave.tv.

About Kube Systems

Kube Systems (www.kubesystems.com) was born from more than 50 years of experience by renowned hospitality brand Ramler International. Kube Systems designs, manufactures and markets unique technology solutions focused on the hospitality industry. Its solutions blend innovation with intuitive technology to enhance the guest experience. The Kube Systems suite of products combine the convenience of multi-device charging with portability, streaming audio playback and time keeping. Visit Kube Systems at CES January 6 to 9 at the Las Vegas Convention Center in SL-4.

