



***NONSTOP™***

# **Welcome to the Future**

**Clocks, Charging & Beyond**

*Trends & Solutions for the Next Generation  
of Nightstand Devices for Hospitality*

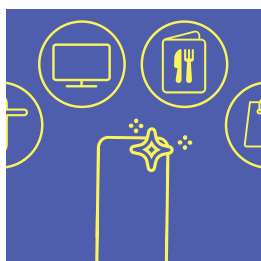
**2020 brought a set of unprecedented challenges to the hotel industry. As the recovery continues, it's time to look forward to meet the moment with the next generation of nightstand technology solutions.**

Nonstop, an innovative hotel tech company has developed UV Station - the hotel clock of the future. Designed from the ground up in 2020 around the most important and relevant technology trends that are shaping guests' experience in your hotel.



**Health & Wellness**

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**Guest's Phone  
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# Health & Wellness

## As the Pandemic unwinds, guests preferences are anything but consistent

There is no denying that the Coronavirus Pandemic impacted nearly every aspect of our lives. As it unwinds, there is a growing sense of urgency to “get back to normal”, leaving some hoteliers to wonder if their guests still care about added cleanliness measures.

While enhanced cleaning protocols may not mean much to some travelers who are eager to get back to normal, there is no question that a subset of travelers will make booking decisions based on what hotels are doing to keep them safe. This paradigm will be even stronger when it comes to business travel. With group and event bookings in particular, it’s reasonable, even expected, for them to go the extra mile to book a hotel that’s less likely to put their team’s health at risk. Whether it be an apprehensive business traveler or a corporate booking policy, heightened safety concerns will no doubt persist for years to come.

Another key consideration is the fear many travelers have about getting stuck at a hotel or needing to quarantine if the situation worsens. This is especially pertinent to hotels that cater to international travel, adding a product like UV Station can help inspire confidence that your hotel is doing everything they can to reduce the spread of germs and keep guests healthy.

It’s also important to acknowledge that eliminating germs is not just about COVID-19. There will always be the concern “what about the next pandemic?” As such, many guests have developed habits that will last long after the current health crisis is over. Hotels should be on the same page. By investing in something like UV Station, **they are helping to build on those new habits, by keeping guests' devices and the remote - which has been called the dirtiest item in the hotel room - clean and safe for use.**

# Health & Wellness

## Wellness travelers spend up to 2x more than traditional travelers

While the pandemic has put an extra emphasis on health and wellness, this trend was becoming increasingly important long before 2020. And with wellness conscious guests proving they are willing to spend more than traditional travelers, major hotel groups throughout the industry have launched wellness focused brands.

When you hear the word “wellness hotel” the first thing that often comes to mind are properties that focus on providing amenities such as a fitness center, healthy dining options, social spaces and sustainable practices, but there is another element of wellness that predates the pandemic and has become increasingly important **“Hotel Hygiene”**. While less talked about, hotel hygiene is essential for properties looking to tap into the multi-trillion dollar wellness industry. UV Station, while born from the pandemic, fits much more neatly into the “wellness” category than a traditional PPE product. It’s not a band-aid to help hotels get through the most difficult time many of us have experienced, but rather a lasting solution that delivers a feature set that is important to the travelers of today and tomorrow.

*BONUS:* UV Station also eliminates the need to use wipes and baggies on remotes, further reducing a hotel's footprint on the environment - which reflects years of transitions to more sustainable practices. Additionally, since housekeeping doesn't have to spend time in every room wiping down remotes and putting them in bags, hotels can streamline their cleaning protocols, effectively lowering their cost per occupied room.

# Guest's Phone Front and Center

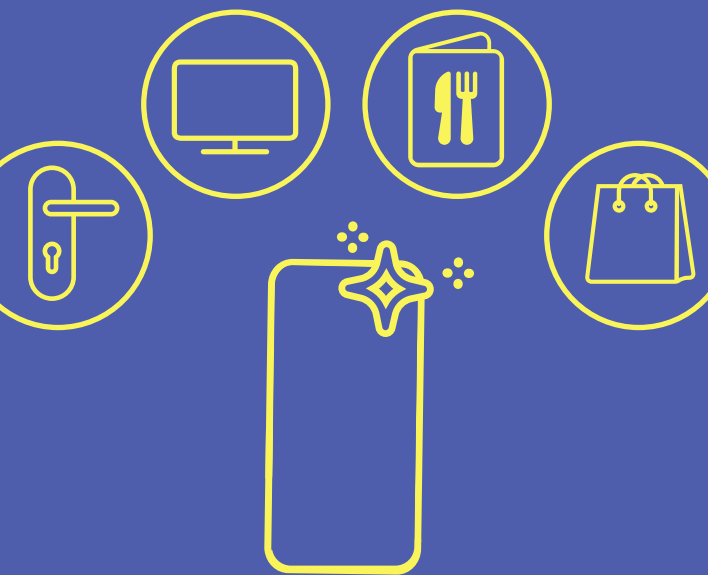
**Engaging guests through their phone can increase loyalty by as much as 40%**

“Digital Engagement” is a buzzword which every hotelier knows about as it becomes increasingly important year over year. What does a successful digital engagement strategy lean on? Guests using their mobile phones to access services ranging from booking to check-in to keyless entry, digital concierges, service requests and more.

While hoteliers have known for a long time that the best way to engage guests is through their mobile phone, the pandemic has made it even more important - as all of us become accustomed to scanning QR codes to access a myriad of services. Because of this, it is essential for hoteliers to provide a nightstand solution that puts their phone right at the center.

UV Station was built to do just that, with a phone stand, sanitizer built in, QR code, and multiple ways to charge, it's the ultimate home for guests' mobile devices.

► <https://www.cvent.com/en/blog/hospitality/hotel-mobile-marketing>





# Fully Wireless Future

## Over 90% of guests' phones have Qi Wireless Charging

The team at Nonstop has been speaking on the importance of wireless charging since our inception in early 2018. Since then, it's only become more and more clear that the future of charging, and arguably the present, is wireless. Let's look at the facts:

### Over 90% of phones today use wireless charging

Wireless charging is the only charging method with an agreed upon standard (i.e. Qi). Other charging methods are quickly changing, and puts hotels at risk of needing to replace them when it becomes obsolete. This is exactly what happened when the Apple 30-pin adapter was replaced by USB. Since the Qi wireless charging standard does not rely on a cable or connector there's very little risk of this kind of disruption. When you offer Qi to your guests they need only bring their phone - and don't need to worry about having brought the right cable.

Qi is also more convenient than wired charging methods, especially for those on the go. Why do you think cars keep adding them to the center console? Same goes for hotels. Instead of having to fumble around for a power cord, guests simply need to place their device on the Qi stand and get a charge.

On a more speculative note, there have been rumors swirling from many top analysts about Apple planning to remove the charging port completely - effectively making wireless charging the only way to keep the new iPhones powered up. It's still too early to know for certain, but it is clear that wireless charging is the safest charging method to invest in. And, by keeping USB ports, hoteliers can innovate responsibly knowing they are offering the latest and greatest without alienating guests who don't have wireless charging.

# Product Evolution

## As consumer preferences change, so should product features

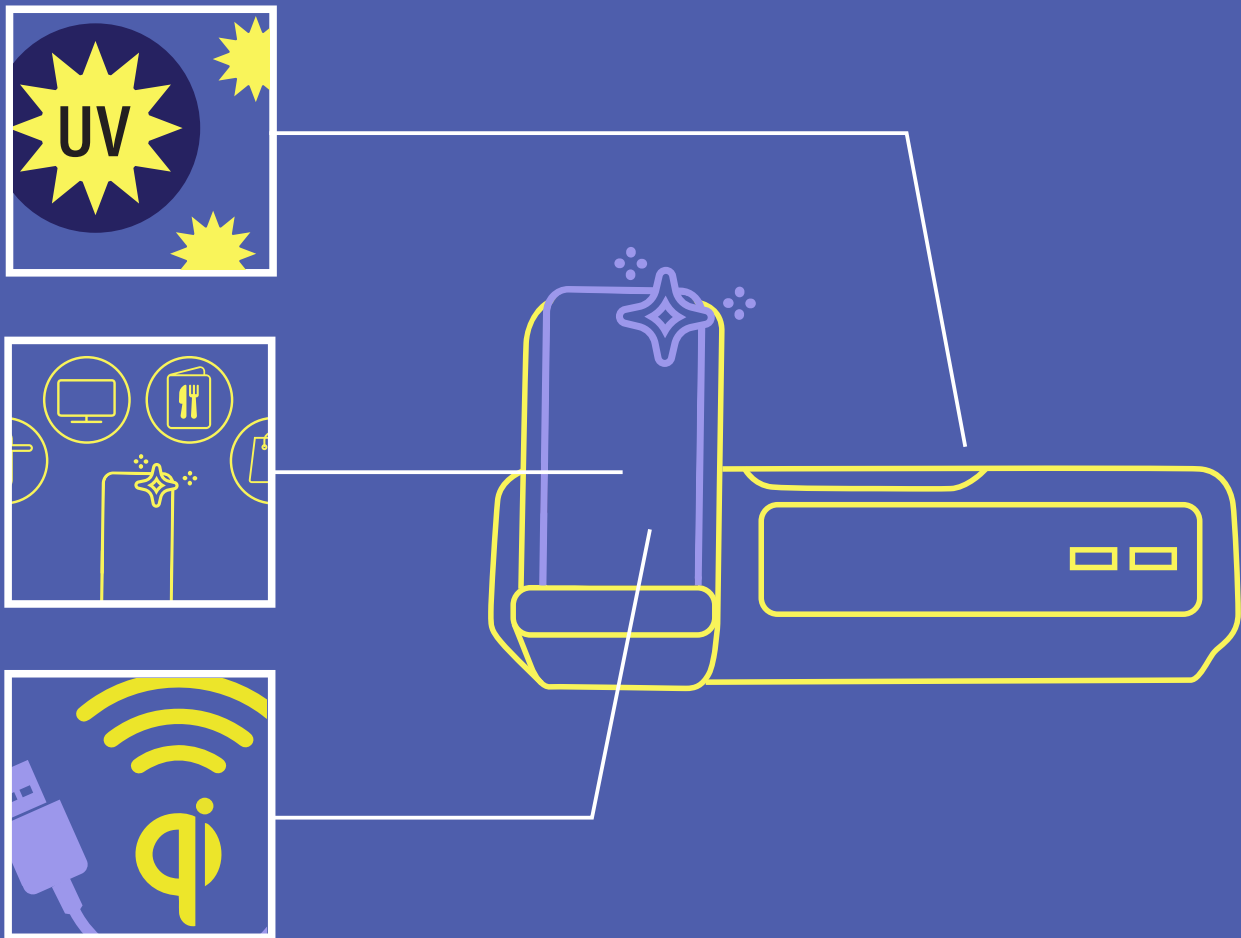
In addition to the 3 trends that UV Station can help hoteliers address, we also feel it's important to comment on the evolution of the alarm clock in general. With UV Station - based on brand and design feedback - we decided to leave the alarm out of the clock. The alarm is one more feature that phones have gobbled up. It's easier for travelers to just use their own phone and they're far less likely to have a wake up mistake. Charging is the real reason hotels have continued to buy alarm clocks; and now "charge and clean" is even more compelling. And since all new and renovating hotels have an existing alarm clock budget, UV Station fits in with much less financial impact.

Why do we use UV technology? UV-C sanitizing tech has been around for years and consumer use is set to undergo tremendous growth. Phones, wearables and remote controls are notoriously dirty and can be hard to clean - using UV-C germicidal light technology is an efficient, safe and reliable way to sanitize those items. With guidance from the largest hotel groups, through research and development and accredited third party testing, UV Station is engineered to provide 360 degrees of safe, efficacious sanitizing for over 10 years of daily use. Combining cleaning and charging enables hoteliers to align their tech investments with the most relevant trends we previously outlined.

# UV Station™

## The Evolution of the Hotel Alarm Clock

UV Station brings together features reflective of trends that have been growing in popularity for years. By adding an element of wellness, UV Station taps into a multi-trillion dollar market. By putting guests phones at the center, UV Station makes it easier for hoteliers to engage guests digitally. And by having a wireless charging stand, UV Station is built for the future that's here now.







# The Future is Bright, Let Us Help You Get There.

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