

# Mobilize your advantage

Onity DirectKey™ system:  
Freedom. Flexibility.  
Ready for you.

# As simple as a positive stay

One trip can be all it takes to keep guests engaged for a lifetime.

With technology preferences rapidly changing and expectations running high, it's essential to create a memorable guest experience that not only satisfies, but that leads to booked returns and a rush of brand love. Today, hotels must connect with guests in entirely new ways, empowering them to take control of their stay and how they interact with your hotel and staff.

Count on Onity to help build loyalty from your guests, and to build lasting relationships with your brand. With the Onity DirectKey™ system, you can pick your path with a cost-effective, scalable, customizable approach. Delight your guests with a seamless journey that provides a positive stay and drives a consistent, compelling brand experience that keeps them coming back.

## Superior guest experience

Enable guests to get in, get out and go almost anywhere, with mobile keys that provide a seamless journey—from parking to elevators to their room.

Make it quick and easy for guests to access areas with their mobile key. The locks use Bluetooth® technology to stay in a ready state, so your guests can unlock while they're on the move.

1<sup>ST</sup>

Travelers consider their smartphones to be single most indispensable item they carry with them when they travel<sup>1</sup>

NOW

Most consumers expect self-serve solutions, a mindset driven by millennials<sup>2</sup>

## Convenient brand integration

Integrate the DirectKey system into your mobile brand experience with an easy-to-use deployment kit—designed to support brand growth through loyalty app use. Customize how your app opens door locks, pushes notifications, sends updates and more.

Provide the security your guests expect with the access flexibility they desire. The DirectKey system complements current security features you have in place, and provides an additional layer of security with 128-bit AES encryption.

50% of all direct bookings are from guests who prefer your brand and belong to a loyalty program<sup>3</sup>

9% More profitable are direct bookings vs indirect channels<sup>4</sup>

42% of travelers use their smartphones to research, plan, or book travel<sup>5</sup>

OVER 30 years  
electronic locking  
systems experience

3 million  
Bluetooth® locking  
devices deployed\*

20 years  
mobile key  
credentialing  
experience\*

1  
collaborative  
partner for  
moving ahead

## Investment protection

Save deployment costs and time, and preserve your investment, with a solution that's ready when you are. Choose Onity's Trillium locks with DirectKey right out of the box, or easily retrofit existing locks—both magstripe and RFID. Even reduce consumable expenses by eliminating keycards.

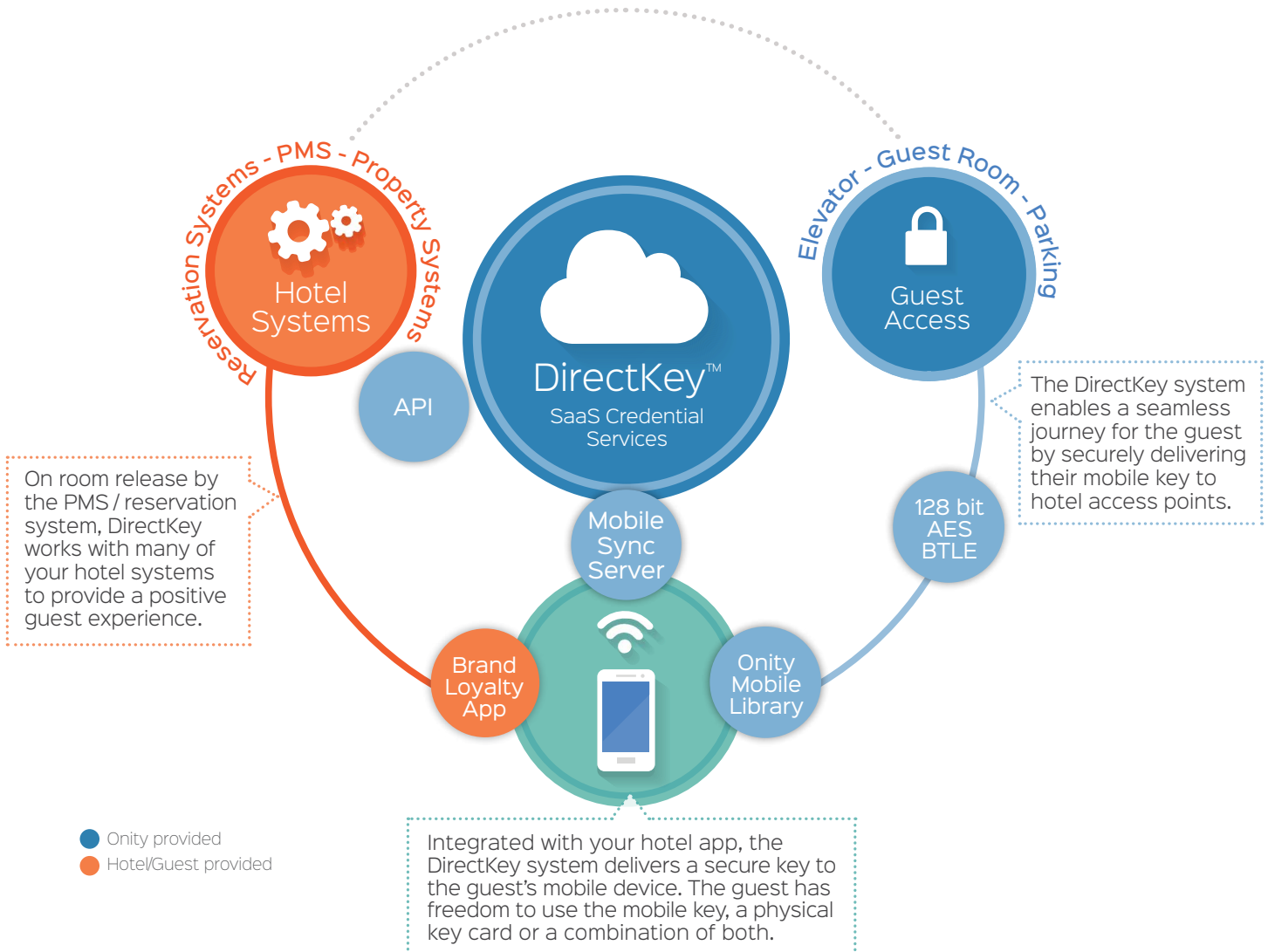
Easily incorporate the DirectKey system with existing property management systems (PMS), legacy Onity front-desk encoders and Onity's new OnPortal™ locking and access control solution.



## Streamlined implementation

Rely on a cloud-based offering that provides a variety of DirectKey integration options. Onity hosts the DirectKey system in the Microsoft Azure® cloud, and we can help you decide how best to scale the solution to meet your needs.

Minimize your hardware investment with our software-as-a-service options. If you have a PMS, room permissions can be converted to mobile keys by adding a simple, inexpensive DirectKey Gateway device.





## Accessible. Dedicated. There for you.

Onity was founded in 1941 as a mechanical lock manufacturer, and for three decades, has been one of the world's leading providers of electronic locking systems, while growing to offer energy management products, in-room safes, and mobile access solutions.

Onity is a part of UTC Climate, Controls & Security, a unit of United Technologies Corporation, a leading provider to the aerospace and building systems industries worldwide.

Onity: let's advance hospitality together.

[www.onity.com](http://www.onity.com)

[directkey.onity.com](http://directkey.onity.com)

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Sources:

- 1 Expedia/Egencia Mobile Index 2016
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- 4 TravelClick
- 5 TripAdvisor

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