

## ASSA ABLOY Global Solutions Wins Top Spot at HotelTechAwards 2020 for Best Mobile Key Solution

*Industry-leading pioneer of mobile access technology voted best provider of digital key functionality by  
hospitality customers around the world.*

**Stockholm – January 9, 2020** – ASSA ABLOY Global Solutions has been named the winner of Mobile Key & Keyless Entry for the 2020 HotelTechAwards. Organized by HotelTechReport, this year's HotelTechAwards had over 24,000 hoteliers across more than 200 countries vote to rate their most favorite products and technologies. In winning the Mobile Key & Keyless Entry category, ASSA ABLOY Global Solutions competed against the world's leading digital key providers and was able to stand apart thanks to the reputation of its Mobile Access platform in providing unparalleled guest satisfaction, reliability and efficiency.

"Since its launch, Mobile Access was designed to provide hoteliers with the precise tools that they need in meeting growing guest expectations for instant and personalized service and we are immensely proud in being named the winner of a customer-driven award," says Markus Boberg, Global President Hospitality at ASSA ABLOY Global Solutions. "Such credible feedback by actual customers not only demonstrates our company's leading ability in providing a solution capable of offering seamless keyless functionality, but also solidifies the fact that digital key technology creates real value in maximizing the guest experience and convenience."

Engineered using ASSA ABLOY's Seos technology, Mobile Access provides guests with the ability to use personal smart devices as a secure guestroom key. Able to be seamlessly integrated with a hotel's guest-facing app or available via Certified Partner app, the solution significantly allows arriving guests to skip time-consuming check-in processes at the front desk. Instead, guests can electronically receive digital key and room number information in order to go directly to their guestroom and begin immediately enjoying their hotel stay experience. Placing as much a priority on guest safety as it does on convenience, Mobile Access further utilizes the latest in data encryption and communication channel technology to eliminate the threat of unauthorized access. With ASSA ABLOY Global Solutions adhering to a future-proof approach, Mobile Access is also instantly compatible with pre-installed VingCard door locks such as Essence, Allure and Signature RFID.

Mobile Access was reviewed by existing customers for a number of traits, including its overall operating efficiency and potential for driving revenue. Mobile Access has previously been recognized



for providing guests with a practical incentive to download a hotel's app, increasing the visibility and effectiveness of marketing campaigns and promotional efforts as a result.

For more information about the benefits of Mobile Access, please visit [www.assaabloyglobalsolutions.com/en/products/mobile-access/](http://www.assaabloyglobalsolutions.com/en/products/mobile-access/)

For additional details about ASSA ABLOY Global Solutions and its comprehensive line of electronic in-room safes and locking solutions, please visit [www.assaabloyglobalsolutions.com](http://www.assaabloyglobalsolutions.com).

### **About ASSA ABLOY Global Solutions**

The ASSA ABLOY Group is the global leader in access solutions. Every day, we help billions of people experience a more open world.

ASSA ABLOY Global Solutions is dedicated to reimagining how people move through their world. Our expertise in customer journey mapping, innovation and service design leads to the invention of new security solutions that create value for our clients and exceptional experiences for end users.

For the hospitality market, these solutions include integrated software systems, mobile access and location solutions designed to help our customers enhance the hotel guest experience, while improving operational efficiency. In order to provide best-in-class customer service, we offer support in more than 166 countries.

For more information, please visit [assaabloyglobalsolutions.com](http://assaabloyglobalsolutions.com) and follow us on [LinkedIn](#), [Facebook](#) and [Twitter](#).