

News Release

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Ibis hotels launches iPhone Sleep Art

A New Innovation Now Available On iPhone Features a Unique Digital Alarm Clock App

With “happy sleep” as the core promise of Accor’s economy hotel brands. **ibis, ibis Styles and ibis budget**, the brand leader in Europe has gone one step further to enhance and sublimate sleep by transforming it into a digital work of art. The digital experience created by the ibis family in collaboration with BETC Digital, is unprecedented, free and available for all. Every morning, it allows iPhone users to see how their night’s sleep has been transformed into an original digital work of art. Once the Sleep Art app has been programmed, the iPhone becomes a sensor that captures movements and sounds. This data is converted real-time into a virtual “work of art” as the user sleeps.

The app is extremely simple to use. After downloading it for free, the user plugs in his/her iPhone to charge and sets the alarm clock. The iPhone is placed on the mattress and the app runs all through the night. The sleeper is woken by Sleep Art’s gentle music and discovers the work of art produced by his/her night’s sleep. Users can chart their picture’s progress minute by minute on the screen.

Every night is different. These virtual works of art are stored in the gallery and users can therefore compare each night’s sleep and share results by email or on Facebook, so that as many people as possible can also find out about this unique digital experience.

The app is compatible with new generation iPhones and the iOS 5 and 6 operating systems. It is available for free download from the Apple Store.

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Sleep Art was a unique digital experience that charted on canvas the wonderful comfort of a night's sleep in one of the ibis family hotels. In October 2012, the ibis family created this unique technological experience using a robot and 80 sensors that were connected to the Sweet Bed™ by ibis, ibis Styles and ibis budget.



ABOUT IBIS

Ibis, the worldwide economy hotel brand of the Accor group, offers consistent quality accommodation and services in all its hotels, for the best local value: a well-designed and fully-equipped bedroom, major hotel services available 24/7 and a wide choice of on-site food and beverage options. The quality of the Ibis standard has been recognized by the International Organization for Standardization certification ISO 9001 since 1997. Ibis is also the world's first hotel chain to demonstrate its environmental commitment through securing the ISO 14001 certification, which has already been awarded to one third of its hotels. Established in 1974, Ibis is the European leader and one of the first economy hotel chains in the world, with more than 107,000 rooms and 900 hotels in 48 countries, including 14 in Australia and 5 in New Zealand.

ABOUT ACCOR

Accor, the world's leading hotel operator and market leader in Europe, is present in 92 countries with nearly 3,500 hotels and 440,000 rooms. Accor's broad portfolio of hotel brands - **Sofitel, Pullman, MGallery, Grand Mercure, Novotel, Suite Novotel, Mercure, Adagio, ibis, ibis Styles, ibis budget and hotelF1** - provide an extensive offer from luxury to budget. With more than 160,000 employees in Accor brand hotels worldwide, the Group offers its clients and partners 45 years of know-how and expertise.

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