

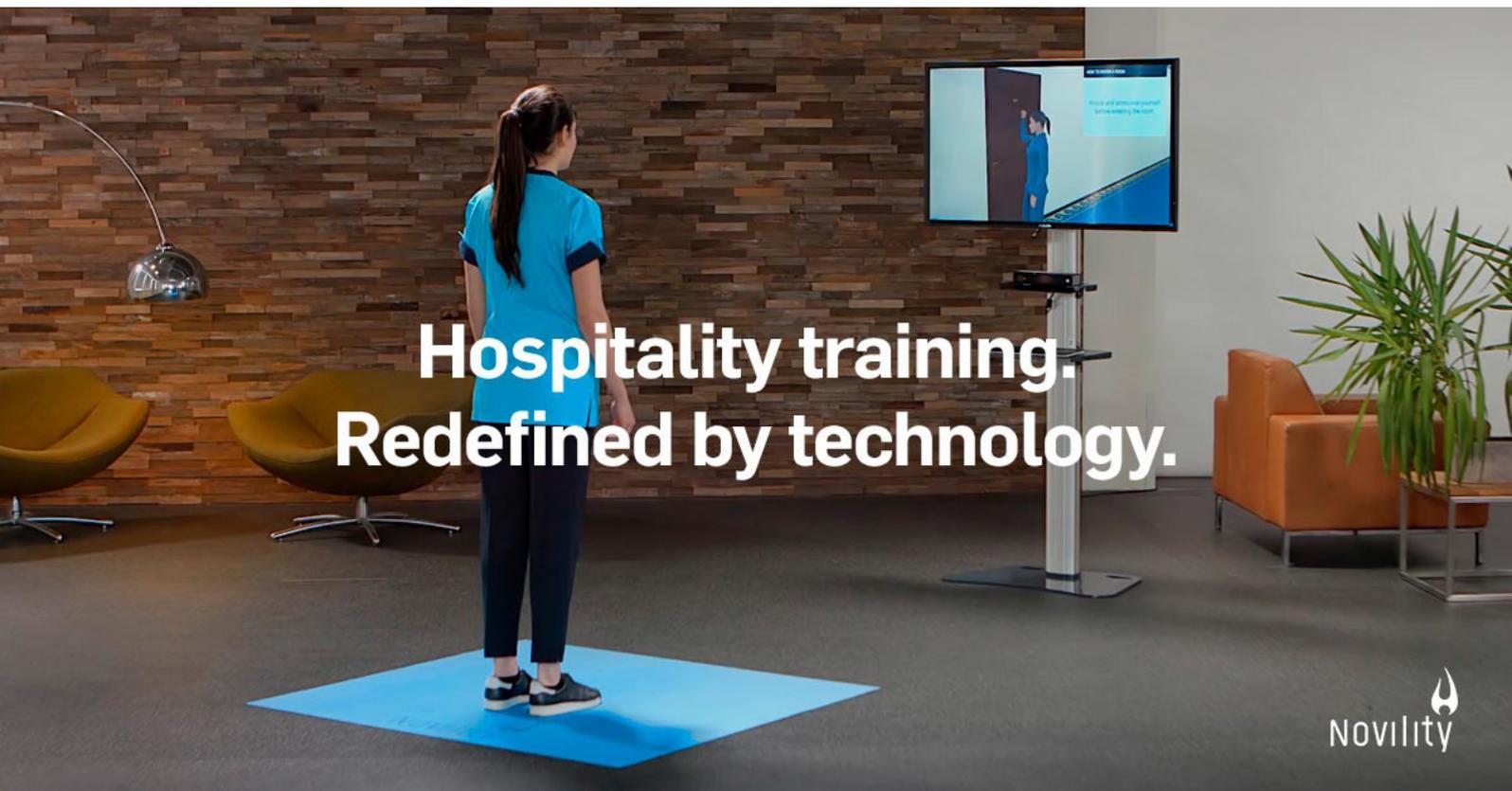


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Novility B.V. Introduces Game-Changing Products That Improve Hotel Operational Productivity And Performance

As Novility makes its mark in the Hospitality Industry, these new tools enable hotel managers to optimize operational processes and improve productivity through smart training and reputation intelligence.

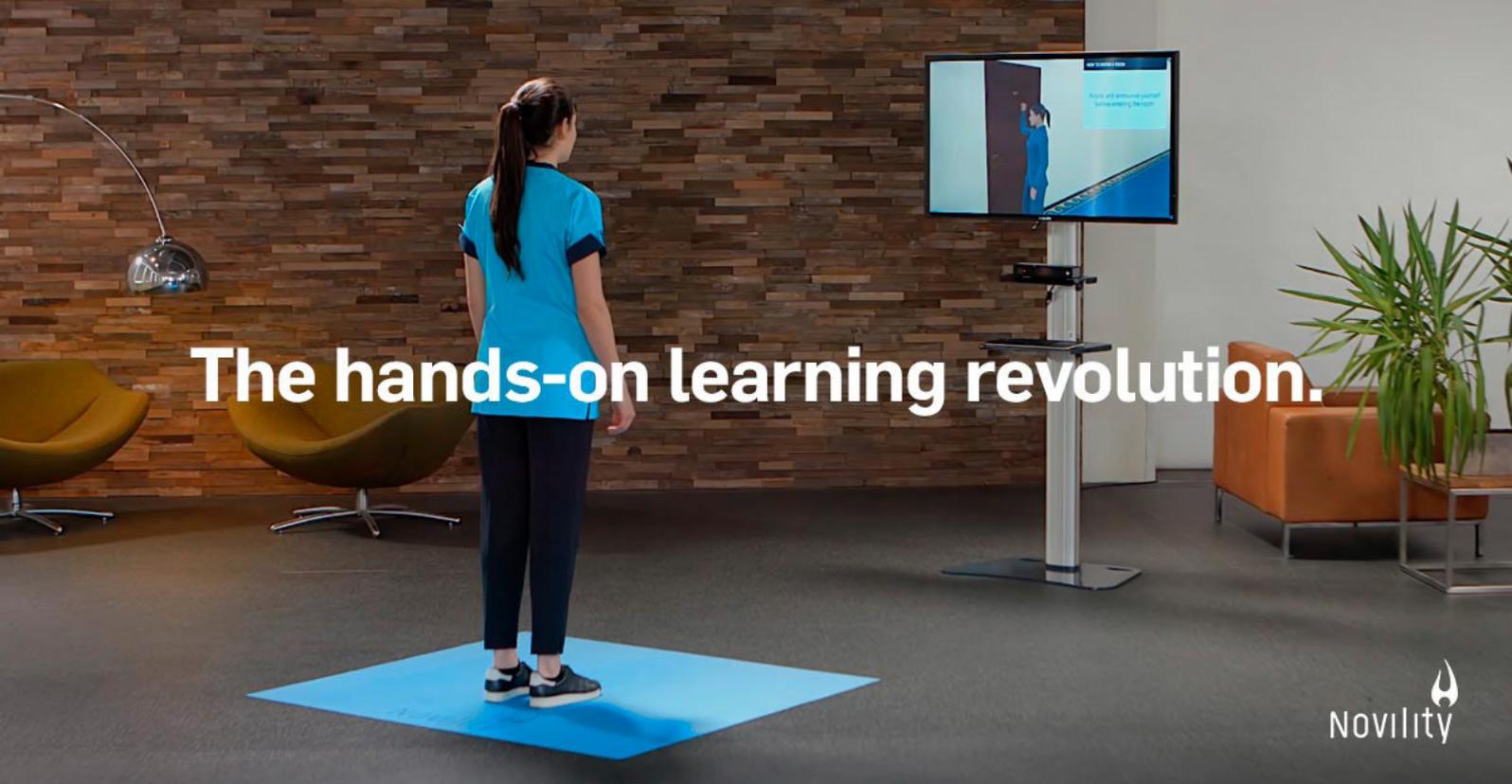
Amsterdam, Netherlands: Novility B.V., a global innovator in smart training technology announced today the launch of two new products: **Novility L.I.V.E.™** (Learning in Virtual Environment) and **Novility P.A.L.™** (Portable Accelerated Learning) at HITEC (World's largest hospitality technology convention), New Orleans.



**Hospitality training.
Redefined by technology.**



Filled with a range of practical features, **L.I.V.E.™** and **P.A.L.™** mobile app address the common challenges faced by the hospitality industry: high injury rates, inconsistent application of procedures, communication inefficiencies and ineffective data collection that contribute to guest dissatisfaction and lower online review scores.



The hands-on learning revolution.

With technology at the core of Novility's solutions, **L.I.V.E.**[™] uses motion-capture and speech-recognition technologies to deliver comprehensive training set in a simulative hotel environment: "the hands-on learning revolution" has arrived. The training currently focuses on key standard operating procedures, injury preventive ergonomics and communication essentials with the aim to enhance operational productivity and performance whilst achieving safer work practices.

"With the functionality of **L.I.V.E.**[™], hotels can benefit from this innovative and individually- focused training method," said **Roderick ten Wolde, CEO and Founder of Novility B.V.** "With this latest version, we are revolutionising the quality of training and improving the output for the hospitality industry" he added.

Novility's solutions have been well received by front-line employees and managers alike: "In preparation for our recent hotel opening, Novility's training solution helped onboard our employees efficiently and independently, saving time during shadowing. They expressed feeling comfortable learning in their own language and the training is provided in short sessions, making it easy to grasp for them. The results over this period have helped increase our team's productivity whilst enhancing the customer experience."

- Anna Konichsheva, Quality & Training Manager at Rixos Khadisha Shymkent, Kazakhstan.

A woman with long dark hair, wearing a bright blue short-sleeved uniform with dark blue accents on the cuffs, is shown in profile from the chest up. She is holding a tablet computer with both hands and looking at the screen. The background is blurred, suggesting an outdoor or semi-outdoor setting. The text "Personal learning on the go." is overlaid in white on the image. The Novility logo is in the bottom right corner of the image.

Personal learning on the go.



Novility is also bringing hotels its newly launched **P.A.L.**[™] mobile app which is a compact and flexible solution that complements highly demanding day-to-day operations. The product includes an extensive content library curated by hospitality experts that adapts to any hotel type. The content is integrated with evaluation possibilities facilitating an instant feedback loop to ensure a steep learning curve for hotel employees. The app's sleek interface is designed to turn tedious paper and brand manuals into easily accessible and captivating content at your fingertips: "personal learning on the go".

Immediate benefits for hotels and its employees include:

- Effective knowledge acquisition
- Uniformity in brand standards
- Enhanced communication
- Decreased shadowing time
- Quicker onboarding process
- Higher employee retention
- Better review scores
- Improved cleanliness ratings
- Flexible language learning

Novility's Housekeeping training module contains in-depth learning material for room attendants at every level. With an ever-growing library of exercises, Novility's modules are designed to realize evolving customer trends and business goals.



One of the main challenges that managers have often faced in the past was to monitor and measure the impact of training. With our cloud-based training management and analysis tool, **Novility H.E.L.P.™** (Hospitality Excellence Learning Platform), managers can control and improve all aspects of the training operations. **Novility H.E.L.P.™** has personalization at its heart, created with a crisp and clean design interface. Its flawless synchronization system with **L.I.V.E.™** and **P.A.L.™** enables hotel managers to track training progress and benchmark performance through powerful and intuitive dashboards. Our intelligent dashboards provide key metrics accessible at a glance for quick and easy performance evaluation. The platform also includes additional filter recommendations such as demographics, high and low ranking performers (employees) as well as custom KPIs for detailed analysis. Our in-house developed reputation intelligence feature is a key value add for any hotelier who takes VOC (voice of customer) and the relationship between online ratings and revenue seriously.

With our proprietary online guest reputation tool, managers can analyze real-time aggregate online review scores to spot areas in need of operational and process improvement that can be addressed with our training solutions. It allows you to keep an eye on overall online reputation and that of your direct competitors.

Novility's team will have its products on display at HITEC on 20th-23rd June 2016 in New Orleans, with ongoing demonstrations at **Booth 1863** during the exhibition days. **Richard Croshere, CPO (Chief Product Officer) of Novility B.V.** shares the team's dedication to "bringing accountability to training and predictability to performance in line with new technological possibilities and educational trends".

NOVILITY

HOSPITALITY TRAINING, REDEFINED BY TECHNOLOGY.

Available with a range of enhanced features, **Novility L.I.V.E.**[™] can be quickly integrated into the hotel technology ecosystem and will commence shipping today. **Novility P.A.L.**[™] is now available to download on the [app store](#).

For more information, please visit our website www.novility.com

About Novility:

Novility is based in the Netherlands. We are a mix of youth, ambition and experience; a team of hospitality professionals, entrepreneurs, developers, designers, IT experts and ergonomic specialists from around the globe. With a shared passion to reinvent training in hospitality, we design and develop advanced solutions that improve operational productivity. Our aim is to always be one step ahead in the evolution of the industry.

NOVILITY B.V., THE NETHERLANDS

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