

# Huawei Showcases Digital Smart Hotel Solutions at GITEX GLOBAL 2024, Creating Ultimate Experience for Guests

📅 Oct 15, 2024



**[Dubai, UAE, October 15, 2024]** Huawei hosted a captivating session titled "Digital Smart Hotels: Creating Ultimate Guest Experiences" at GITEX GLOBAL 2024, attracting a significant audience of more than 70 participants from diverse countries and companies. The session explored how innovative technologies like AI, cloud, and big data are ushering in an era of intelligent hospitality, optimizing operations and enhancing guest experiences.

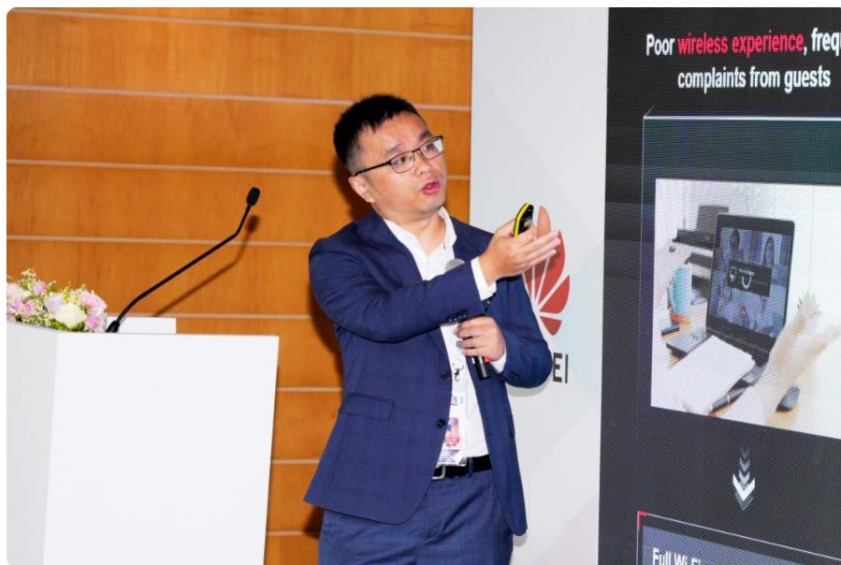
Attendees were impressed by Huawei's unwavering commitment to innovation across various areas crucial for the hospitality sector. This includes advancements in networking, video conferencing, Internet of Things (IoT), and a comprehensive portfolio of solutions catering to a wide range of hospitality industry.

Industry leaders, experts, partners, and Huawei representatives collaborated to delve into the boundless possibilities of intelligence driving innovation and fostering stronger ecosystems within the hospitality industry. The session provided valuable insights into the latest trends and applications of industrial intelligence.



Derek Hao, President, Enterprise Sales Dept., Huawei Middle East & Central Asia Region delivered an opening speech

**Derek Hao, President, Enterprise Sales Dept., Huawei Middle East & Central Asia Region**, delivered the opening speech, emphasizing Huawei's partner-centric approach and ongoing strategic investments in the hospitality field. "The company is dedicated to collaborating with partners to empower hundreds of thousands of customers in the commercial market".



Leon Xu, Director Commercial Market & Solution Sales Dept, Enterprise Sales Dept, Huawei delivered a speech

**Leon Xu, Director Commercial Market & Solution Sales Dept, Enterprise Sales Dept, Huawei**, further highlighted the importance of a robust digital foundation as a springboard for a smart growth engine in hotels.

He stated, " Currently, digital hotel has already become the typical pursuit for the whole industry. Digital reception desks enable customers to quickly check in and check out. For digital guest room, guest can enjoy seamless Wi-Fi roaming, and intelligent room appliance control with a single APP installed on mobile phone or PAD. For digital social life space, users hope to have better efficiency for smart meeting collaboration, and they have higher requirements on bandwidth on audio and video related applications. It is very clear that ICT infrastructure supports digital transformation of hotels for better & smarter guest experience and higher operational efficiency."

Huawei showcased various solutions and products designed to benefit the hospitality industry, including accelerated wireless experience with Huawei's all-scenario Wi-Fi 7, optimized application experience with the NCE platform, the AP and switch can work together to perform Intelligent traffic category identification, flow scheduling and experience analysis which can ensure better experience for users and open architecture to support the integration of value-added smart applications for hotels.

The summit also featured industry partners and customers sharing their successful collaborations with Huawei. Rakesh Pandit, IT Director of The Chedi Katara Hotel & Resort, presented how Huawei's High-Quality Hotel Network Solution effectively addressed their network challenges. Tanveer Mohamed, CEO of Precedence Technologies LLC, highlighted how Huawei's solutions improved multi-service access and streamlined network construction and maintenance at Dubai's Jumeirah Naseem hotel.

**Liu Yue, Vice President of Huawei Enterprise Optical Network Domain,** concluded the session with the release of the "Smart Hotel All-Optical Network Technical and Application White Paper." This paper draws on the practical experience of Huawei, customers, and partners to compare the FTTO all-optical network solution with traditional network architectures. It comprehensively details the advantages of FTTO for the hospitality industry.

" We look forward to working with the industry to fully explore the technical application of the FTTO all-optical network solution in the hotel industry and further promote the intelligent transformation of the hotel industry," he concluded.



Huawei and customer and partner jointly launched Smart Hotel All-Optical Network Technical and Application White Paper

**Link to press release post:**

<https://e.huawei.com/ae/news/2024/solutions/services/smart-hotel-global-guests>

**For more information on Huawei's commercial market solutions, please visit:**

<https://e.huawei.com/en/industries/commercial-market>