

THE BERKELEY

KNIGHTSBRIDGE LONDON



IPAD AT CHECK IN

THE BERKELEY OFFERS GUESTS APPLE'S LATEST GADGET COMPLETE WITH SPECIALLY DEvised CONCIERGE TOP 5 – A FIRST IN THE UK

The Berkeley, located in London's Knightsbridge, reveals today that guests staying in select suites of the hotel will have access to their personal Apple iPad for the duration of their stay. Not yet available in the UK, the iPad will provide guests access to a new level of services. Hotel staff will demonstrate key features of the device at check in. The Berkeley plans to continually expand and vary its range of apps, even developing Berkeley-exclusive apps by the end of the year

Guest staying in the hotel's chic Berkeley Suites, Conservatory Suites and Chelsea Suite will be amongst the first to experience Apple's latest technology which launched in the US last month. From Le Monde to the Wall Street Journal, your local newspaper will be available at breakfast and quickly checking the opening times of Christian Louboutin on Motcomb Street has never been more convenient and up-to-date. A wide range of children's games, videos and comic books is available to wow the youngsters. The Berkeley concierge has created a Top 5 of must-visit shops, exhibitions and local attractions, categorized under "Children", "Fashion" and "Culture". These insider tips have been clearly mapped so that guests can plan their itinerary from their bedroom, whilst getting informed on the latest, often unknown, must-do's.

“We are continuously looking for ways to improve our level of intuitive service and believe that our guests will appreciate a first-hand introduction to the iPad prior to its launch in the UK later this year,” commented Klaus Kabelitz, General Manager of The Berkeley. “The Berkeley has a long track-record of innovative amenities and one-off services and we feel that this offering fits in perfectly with what our guests expect from a true 5 star hotel experience.”

A complimentary iPad is available for guests during their stay in on of the Berkeley Suites, Conservatory Suites and The Chelsea Suite with rates starting at £1300 per night plus VAT.

The Berkeley worked closely with Applied Information Group, an information design company which created the first iPad installation in the UK and the first iPad apps for a hotel in this country. Apple iPads have been brought over from the USA weeks ahead of their UK launch and have been adapted by AIG for guests staying in luxury suites at The Berkeley.

Berkeley located in fashionable Knightsbridge offers memorable experiences including London’s only roof-top heath club and spa on the eight floor, boasting panoramic views of Hyde Park. On sunny days the roof retracts with the push of a button creating the Capital’s ultimate Roman-style outdoor swimming pool. Berkeley Suites are a recent edition to the hotel created by leading British interior designer Helen Green. The suites are comprised of dove greys, snow whites and powder blues, boasting the most luxurious fabrics which create an oasis of calm. For the ultimate stylish treat, The Berkeley invites guests to Prêt-a-Portea, a fashion inspired afternoon tea that showcases the must have items of the season in the form of colourful pastries and biscuits. ‘The Blue Bar’ invites guests to London’s ultimate cocktail paradise and two Michelin-star restaurant Marcus Wareing at The Berkeley offers some of the capital’s finest culinary experiences.

About Maybourne Hotel Group

Maybourne Hotel Group whose headquarters is in Mayfair, London, owns and manages Claridge’s, The Connaught and The Berkeley three of the world’s most renowned hotels. Maybourne hotels are committed to delivering authentic and unique guest experiences that reflect the individual nature of its hotels, its guests and its people whilst maintaining a timeless elegance and intuitive service style that are the hallmarks of its properties.

www.maybourne.com

Applied Information Group

AIG is a multi-disciplinary firm of information designers based in London and Vancouver. AIG works on identity, environmental and digital projects with an information design approach that emphasises usability, accessibility, innovation and commercial sense.

www.appliedinformationgroup.com

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