



**FOR IMMEDIATE RELEASE – August 28, 2018**

## **Hyatt Hotels' Spata to Keynote at Connected Tech Expo 2018**

*Atlanta* – Anthony Spata, Director of Building System Design for Hyatt Hotels Corporation, will present the opening keynote address at **Connected Tech Expo** (CTE) 2018 at the Las Vegas Convention Center on Wednesday, October 17.

Spata's address, entitled "*The Connected Hotel Guestroom*," will focus on enhancing the guest experience with the newest integrated technologies, and balancing what can be done and what should be done in guestrooms in regard to being connected, while also recognizing that incorporated technologies must be both reliable and intuitive.

The presentation will:

- Discuss technologies, both current and trending, that are finding their way into today's hotels.
- Explore both the hardware requirements and the equally important "user acceptance" factor.
- Explain how the true goal for IoT in hotel guestrooms should be "consensus and compatibility," drawing from real-world perspectives.
- Determine the fine balance of integrating technology and securing information.

To learn more about Spata's keynote, and other sessions being offered, or to register to attend, click [HERE](#).

Connected Tech Expo, to be co-located with LightShow West, is the world's first and only trade show and conference exclusively dedicated to technologies that specifically serve the needs of professionals who design, manage and implement lighting, controls, security and IoT solutions for smart buildings and cities.

LightShow West, to be co-located with Connected Tech Expo, is the only trade show and conference specifically created for West Coast specifiers of commercial, architectural and high-design lighting products.

### Mark Your Calendar Now

Historically a biennial trade show and conference, LightShow West will become an annual event this year and is scheduled for **October 17-18, 2018** at the Las Vegas Convention Center. LightShow West will return to Los Angeles in the fall of 2019. To reserve exhibit space, contact Lea Tranakos at (770) 817-5906. For more information, visit [www.lightshowwest.com](http://www.lightshowwest.com).

Mark your calendar now: CTE® 2018 is scheduled for **October 17-18, 2018**, with **access to the Exhibit Hall both days at the Las Vegas Convention Center**. To reserve exhibit space, contact Lea Tranakos, 770-817- 5906, [ltranakos@exponation.net](mailto:ltranakos@exponation.net), or Jeanne Phillips, (770) 817-5903, [jphillips@exponation.net](mailto:jphillips@exponation.net).

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