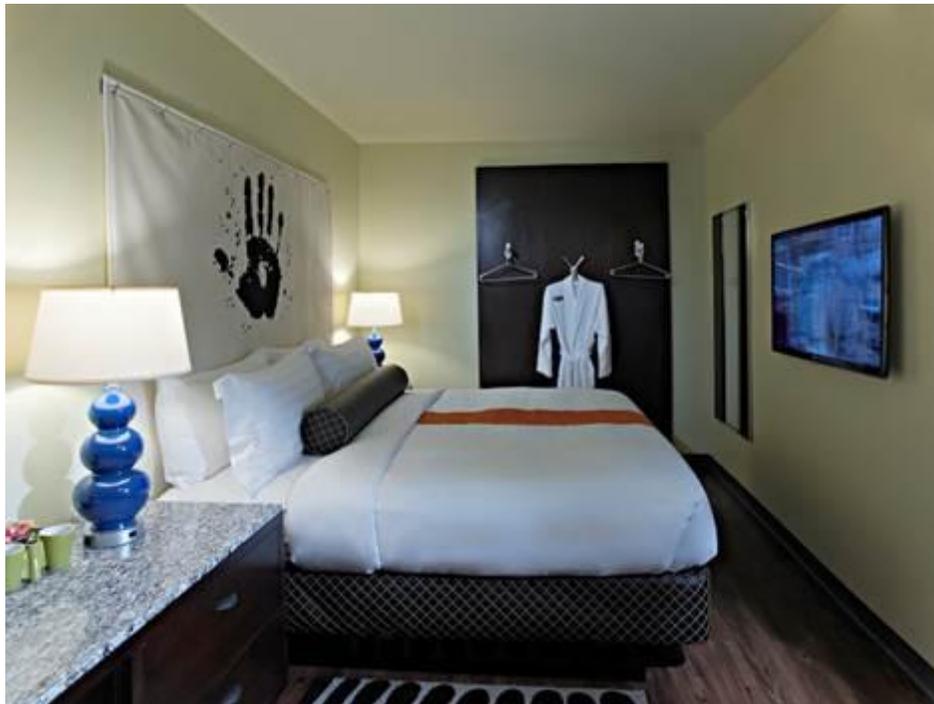




ESPIONAGE FANTASIES ARE REAL: NOW INTRODUCING KEYLESS ENTRY AT ACME HOTEL

BOUTIQUE PROPERTY ENGAGES WITH Y!KES TO INTRODUCE MOBILE KEY CAPABILITIES

The future is now! [ACME Hotel Company](#), a boutique lifestyle hotel located in Chicago's vibrant River North neighborhood, is here to allow for a swift entry AND ease travel pains with the introduction of the mobile key solution developed by y!kes. Guests can bypass the front desk and ride the high-tech highway straight to their room. No keys, no problem – just grab your phone.



HOW DO GUESTS ENTER WITHOUT A KEY?!

Similar to before, guests can check in to the hotel to receive their room number in advance of their arrival. Now comes the fun part. Guests will be prompted to download a super-secret mobile room key. As long as the phone is in close proximity (keep it in your purse, your pocket, your backpack), simply tap the

sensor located above the lock and VOILA, you've achieved entry. Good for easy traveling, great for living out a Secret Intelligent Services fantasy.

Throughout the duration of their stay, guests can forgo the physical key and simply use the proximity of their phone and the tap of a finger to unlock their door. Experiencing nostalgia, or just dig our entertaining human interaction? ACME's front desk is still available for lively repartee AND to dole out traditional key cards. Who else will we share our witty banter with?

For more information on y!kes keyless entry at ACME Hotel Company, please call (312) 894-0800 or visit www.acmehotelcompany.com.

About ACME Hotel Company

[ACME Hotel Company](#) breathes new life into Chicago's River North neighborhood with its eclectic design, unique amenities and big personality. Located in the heart of the city's restaurant and nightlife hub and steps from the Mag Mile, the lifestyle boutique alternative offers hip design, a high-tech vibe and approachable accommodations meant to blow your mind, not your budget. From bold room art to an alluring lobby to unparalleled technology service, ACME Hotel Company celebrates individuality and helps guests create an unforgettable Chicago experience. Acclaimed nightlife destination [The Berkshire Room](#) serves craft cocktails and upscale bar snacks in an old-world lounge setting and local favorite [West Town Bakery](#) provides organic, local and sustainable offerings from freshly baked pastries and breakfast sandwiches to gourmet sandwiches and grab-and-go desserts.

About Rebel Hospitality LLC

[Rebel Hospitality](#) owns and manages several independent lifestyle hotels, including [dana hotel and spa](#), [ACME Hotel Company](#) and [Hawthorne Terrace](#) – all in Chicago, IL – and the Memphis, TN-based [Madison Hotel](#). Founded by Principals Gene Kornota and Anthony Klok, Rebel Hospitality began as NDC in 1988 when the duo had a vision of introducing a small neighborhood inn in the heart of Chicago's thriving Lincoln Park neighborhood. In the years since, they have made a mark in both branded hotel and boutique independent spaces. Rebel Hospitality conceptualizes and develops modern lifestyle experiences, with a focus on distinguishing each hotel brand and outlet. The company tagline – *Hotels. Unchained.* – further punctuates Rebel Hospitality's position in the marketplace as a lifestyle hotel leader.

About y!kes

y!kes is the creator of first-of-its-kind, proximity-aware technology serving the hospitality industry. With its mobile key solution, y!kes offers a complete end-to-end system that provides information on guest preferences and how to customize a guest's experience automatically. Unlike other offerings, y!kes empowers guests with the ability to use their mobile phone to bypass the check-in counter,

go directly to their room and access their room while the phone is tucked away.
For more information, visit yikes.co.

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