Sinclair Holdings had a vision: to turn a 1929 historic building into an upscale luxury hotel. While the original plan was to rely on traditional AC lighting, they soon turned to look for more innovative options to transform the hotel into a luxurious, unique experience for guests. During the search, the company discovered low-voltage Power-over-Ethernet (PoE) technology being used to transform buildings across the world and knew this was the solution for the hotel.

As featured on The Today Show, the guest experience is streamlined and elevated. Guests do not know that PoE is the backbone for the interconnected smart solutions, but they benefit from the luxury it affords all guests at The Sinclair Hotel.

Guests benefit from the innovative digital design of the hotel, Sinclair benefits from the energy and cost savings. By implementing PoE technology, The Sinclair Hotel saved 40% on utility bills from decreased energy consumption, creating a more sustainable and efficient building. In the hotel, significant energy is saved due to the automatic actions in each room. Throughout the day, automated actions in the room can be triggered such as closing the shades, turning off a TV that was left on, or adjusting the thermostat to decrease the energy consumption required to operate the hotel.

PoE technology transformed The Sinclair Hotel into the world’s first all-digital hotel. This technology connects all partners involved, including: Igor, Cisco, Intel, Voltserver, LG, Superior Essex, SAS, Somfy, and others. With over 7,000 connections using PoE technology, including lighting, window shades, shower controls, TVs and more. The opportunities are endless.

“This ability to communicate with every device using PoE power is what makes it very promising as a technology.”
- Farukh Aslam, CEO
Sinclair Holdings

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