



BETC DIGITAL

Sleep Art App

The ibis family launches iPhone Sleep Art, its unique, digital and artistic alarm clock app

SLEEP ART ACCORDING TO IBIS, A NEW INNOVATION NOW AVAILABLE ON IPHONE



The digital experience created by the ibis family in collaboration with BETC Digital, is unprecedented, free and available for all. Every morning, it allows iPhone users to see how their night's sleep has been transformed into an original digital work of art. Once the Sleep Art app has been programmed, the iPhone becomes a sensor that captures movements and sounds. This data is converted real-time into a virtual "work of art" as the user sleeps.

Happy sleep is the core promise of Accor's economy hotel brands. ibis, ibis Styles and ibis budget decided to go even further enhance and sublimate sleep by transforming it into a digital work of art.

HOW DOES THE SLEEP ART APP WORK?

The app is extremely simple to use. After downloading it for free, the user plugs in his/her iPhone to charge and sets the alarm clock. The iPhone is placed on the mattress and the app runs all through the night. The sleeper is woken by Sleep Art's gentle music and discovers the work of art produced by his/her night's sleep. Users can chart their picture's progress minute by minute on the screen.

Every night is different. These virtual works of art are stored in the gallery and users can therefore compare each night's sleep and share results by email or on Facebook, so that as many people as possible can also find out about this unique digital experience.

The app is compatible with new generation iPhones and the iOS 5 and 6 operating systems. It will be available for free download from the Apple Store as of 03/04/2013.



To download the app:

<https://itunes.apple.com/us/app/ibis-sleep-art/id596404417?l=fr&ls=1&mt=8>

SLEEP ART, TRANSFORMING SLEEP INTO A REAL WORK OF ART

This new application has been created as a continuation of the ibis brand transformation, which kicked off in September 2011 and was completed in record time simultaneously in 57 countries. It centers on the modernization of the ibis family brands and focuses on providing guests with a happy sleep, notably thanks to the brand's new bedding: Sweet Bed™ by ibis.

Sleep Art was a unique digital experience that charted on canvas the wonderful comfort of a night's sleep in one of the ibis family hotels. In October 2012, the ibis family created this unique technological experience using a robot and 80 sensors that were connected to the Sweet Bed™ by ibis, ibis Styles and ibis budget.



The robot reproduced the customer's night's sleep in real-time. This unprecedented digital operation ran for a three-month period in the four major European capitals of Paris, Berlin, London and Warsaw. During the operation, the winners of a competition organized by the brand on Facebook were able to spend an exceptional night and take their own canvas home.

www.ibis.com

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