



October 22, 2020

Paradigmshift Inc.

Basic settings, monthly system usage and all update fees are free
Next Generation Cloud Free Hotel Management System (PMS)
First in Japan about the launch of "AiFace" (patented)

For the first time in Japan, **Paradigmshift Inc** (President and CEO Hiroshi Momota, headquarter location: Chuo-ku, Tokyo), which provides marketing cloud service **RepChecker™** (<http://repchecker.jp>) for hotels and inns, is introducing the hotel management system (PMS^{*2}) **AiFace™**^{*3} with absolutely free of charges, means no basic setting fees, no monthly system usage fees, and no update fees^{*1}. It will be available for sale from next month, November 2020.

Covid-19 epidemic has severely damaged businesses involved in the tourism industry in Japan. Accommodation business operators [**RepChecker™** customers] have been forced to go bankrupt, close business permanently, or temporarily close business due to the sharp decrease in guests and even now after the start of the GOTO campaign, they are still suffering from a very difficult business environment.

Although the central government and local governments are providing various support to domestic lodging companies facing the predicament of Corona, we will provide the next-generation cloud hotel management system "AiFace" for the first time in Japan absolutely free. We will support the management of accommodation facilities suitable for the new business environment in the Corona period as well as after the Corona period in the future. In addition, by continuously evolving AiFace, we have improved the productivity of accommodation operators in the new era of AI, 5G, RPA^{*4}, and cooperated with accommodation facilities to overcome the difficulties of COVID-19. In 2017, we obtained a business model patent^{*5} for this matter.

*1: The condition for free use of "AiFace" is to use our in-house reservation engine **RC-Booking** and the hotel marketing cloud service "RepChecker", which are free of setting fees and monthly usage fees. "RC-Booking" can be sold in guest rooms at a lower fee. In addition, we will contribute to the increase of direct sales (D2C: direct to consumer) by linking the email newsletter distribution function of "RepChecker". AiFace accommodation special system customization is incurred. The

free usage period of the data in “AiFace” is one year. Data retention in our cloud from the second year onwards will be charged according to the number of rooms. A connection fee is required for facilities using the site controller^{*6}.

*2: PMS (Hotel Management System) is an abbreviation for Property Management System, which generally refers to the management system of the accommodation department of accommodation facilities such as hotels and inns, and includes accommodation reservations, check-in, and room sales. They can centrally manage various information and operations related to accommodation operations such as price, number of remaining rooms, room cleaning management, receipt issuance, settlement, and interlocking with accounting software.

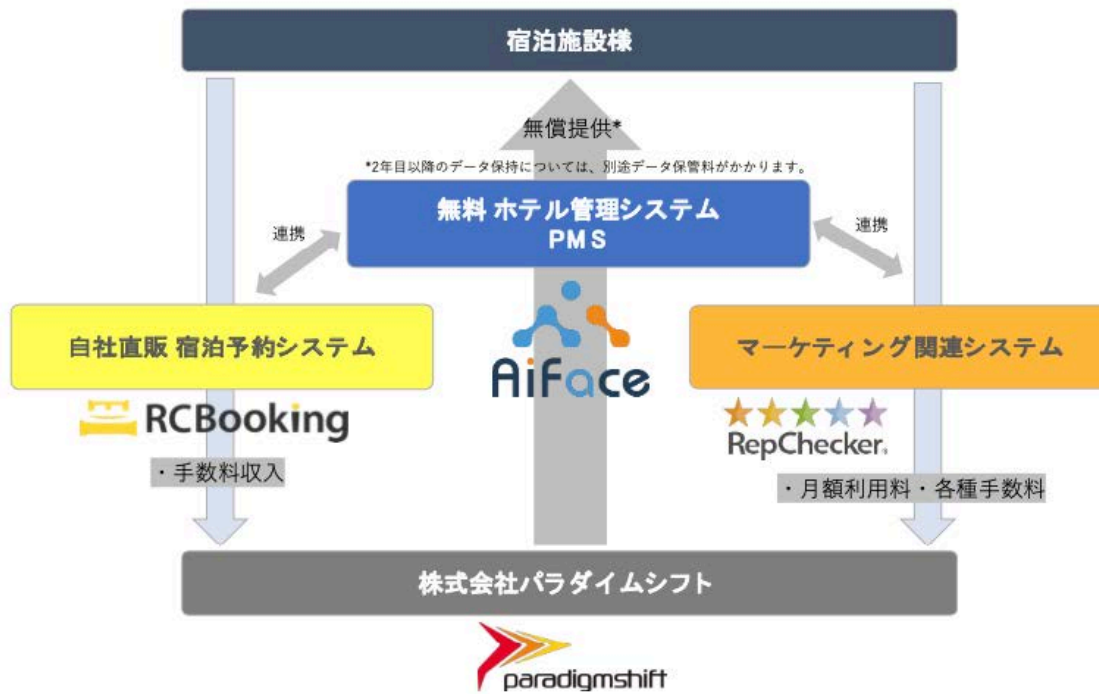
*3: The main features other than the basic PMS functions such as reservation management, room status management, customer management, and charge settlement of “AiFace” are as follows.

- Electronic guest card
- Electronic breakfast system
- Electronic cleaning system
- Interlocking with external devices such as card keys and passport readers (interface)
- Site controller^{*6} (channel manager) cooperation
- Various reports, data downloads and analysis
- Accommodation certificate issuance function required for application for use of GoTo travel campaign business
- Receipt issuance function at check-in

*4: AI (artificial intelligence), 5G (5th generation mobile communication system), RPA (robotic process automation)

*5: Patent No. 6176553

*6: The site controller is middleware that centrally manages reservation status, room inventory, and selling prices between many accommodation reservation sites (OTA: Online Travel Agency) and PMS.



<Paradigmshift company profile>

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