

# The Sinclair Transforms Operations and Enhances Guest Experiences

The Sinclair is the first all-digital hotel, connecting everything from smart and more sustainable and efficient building operations to in-room personalization and guest experience. The Sinclair partnered with the Intel Internet of Things (IoT) team to offer in-room automation for lighting, climate control and a virtual assistant. This smart building also collects data for inventory management, power management and cost saving innovations. Intel-based technologies enable the hotel from the smart features to the reservation systems, point of sale, networking infrastructure back office and guest services, such as mobile key and wireless charging. Intel® NUCs support the gateways, controllers, data aggregation and edge computing.

“I love the fact that Intel has a pool of partners and they put you all together that has been amazing. It feels like you are part of a family of innovators.”

**Farukh Aslam, CEO and President, Sinclair Holdings LLC**

#### Products and Solutions

[Intel® IoT Technology](#)  
[Intel® NUCs](#)

#### Industry

Hospitality

#### Organization Size

1-50

#### Country

United States

#### Partners

[Cisco](#)  
[SAS](#)

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