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Phoenician's New Boardroom Equipped with Latest Technology

SCOTTSDALE, Ariz. – James Bond would be impressed. A click of the remote and eight flat screen monitors magically rise from a custom-designed mahogany conference table. With the click of another button, three in-room cameras swivel into place, ready for video conferencing. With one more click, the canvas painting rolls away revealing a hidden plasma monitor. Perhaps the best news: A dedicated Phoenician resort Event Technology Butler will press all those buttons, so the meeting presenter doesn't have to.

With all of its über-cool technology, the new Red Rock Boardroom is a cornerstone in the \$5.5 million renovation of The Canyon Suites at The Phoenician in Scottsdale, Arizona, making it one of the most impressive boardrooms in the country. In designing the Red Rock Boardroom, The Phoenician relied on the expertise of their on-site event technology partner, PSAV® Presentation Services. PSAV's Design and Installation Services team guided the property on the best technologies to incorporate as well as new services meeting guests would appreciate.

"In the Red Rock Boardroom, the technology is paramount. For example, when a presenter uses the SMART board, it is similar to seeing a Monday Night Football commentator making X's and O's on the screen," said Mark Vinciguerra, managing director and general manager of the AAA Five Diamond award-winning resort. "From there, boardroom attendees can use the plasma as a touch screen; they can mark up their presentations, print out the notes or download the changes to their laptop during the meeting."

While in session, attendees are seated in comfort. The focal-point of the room is a hand-crafted mahogany conference table that seats 24, with eight 21-inch flat-screen monitors that rise from the tabletop. With high-back, butter-soft leather armchairs, conference attendees have access to wireless Internet, where surround-sound, data and a video routing system are all controllable through a touch-screen remote.

There are two 65-inch plasma displays; one hidden behind a roll away painting, and the other with an interactive SMART board and touch-screen capability. A motorized projection screen in combination with a projector is concealed in the meeting room wall, providing a 72-inch image for computer or video display.

Specifically designed for video conferencing, this meeting space is equipped with three cameras concealed throughout the room and a dedicated Event Technology Butler toggles between video sources to capture each person speaking. This Butler works from the in-room control center and is prepared to assist with any technology questions.

"When we were looking at enhancing The Canyon Suites' physical facility, we thought it was the perfect opportunity to elevate the entire experience, creating a more intimate service environment for our guests," Vinciguerra added. "From the new Red Rock Boardroom to the exquisite new décor and level of attentive services, The Canyon Suites at The Phoenician is a place where high-profile guests can be low-profile."

**About PSAV® Presentation Services**

PSAV is the leading supplier of audiovisual and event technology to hotels, associations, producers and meeting planners worldwide. With over 700 luxury hotels, resorts and conference centers worldwide, PSAV is totally committed to making every live event an unforgettable experience. PSAV's goal is to turn ordinary meetings into memorable experiences so the message lasts. www.psav.com

About The Phoenician

The Phoenician, an AAA Five-Diamond luxury resort destination, features 250 acres of lush desert terrain and manicured grounds at the base of Camelback Mountain. It is owned and operated by Starwood Hotels & Resorts Worldwide as part of The Luxury Collection. The 647-room resort offers elegant accommodations, six restaurants, 27 holes of championship golf, 12 tennis courts, nine pools, shopping, and the acclaimed Centre for Well-Being. State-of-the-art technology and design characterize The Phoenician's meeting and convention facilities, with 64,000 square feet of total meeting space. On-site Audiovisual Technology, Destination Management Services and Executive Meeting Specialists together give planners "one-stop-shopping." www.thephoenician.com

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