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S. Harris

THE ROGER THOMAS COLLECTION



Sceptre Hospitality Forms JV With Whiteboard Labs

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What are these?

DENVER, CO—Sceptre Hospitality Resources' parent company, City e-Solutions Limited (CES), has entered into a joint venture with Whiteboard Labs LLC.

Whiteboard Labs is an application development firm that specializes in improving top-line revenues for hotels. Earlier this year, Sceptre transitioned its 620 hotel clients to utilize Whiteboard's Windsurfer CRS platform. With this joint venture, Sceptre will now be a direct provider of those CRS resources.

In addition to Windsurfer, Sceptre's customers will also have access to other Whiteboard products, including MotionNotes, a video messaging platform, and SpaLinx, a spa management and booking application. Sceptre Hospitality Resources, which is a division of Richfield Hospitality, specializes in electronic distribution, revenue management strategies, reservation call centers and direct booking engines and also provides interactive marketing programs, website design, online advertising campaigns and social media solutions to the hospitality industry.

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