



## **HOLIDAY INN EXPRESS® BRAND BRINGS BREAKFAST INNOVATION TO THE MASSES WITH THE PANCAKE SELFIE EXPRESS**

To demonstrate how Holiday Inn Express® hotels help guests *Stay Smart*, the brand is bringing delicious pancakes and innovative technology to the masses with the Pancake Selfie Express tour, an immersive experience that allows consumers to laser-print their selfie on a pancake made by the brand's super smart, one-touch pancake machine. The brainchild of the brand's Creative Director, actor/comedian Rob Riggle, the Pancake Selfie Express combines consumers' love for selfies, pancakes and the latest trends in technology to offer a taste of the brand's free, hot Express Start™ breakfast offering.

The unique use of technology was first introduced to consumers when the Holiday Inn Express brand launched the Pancake Selfie Express tour in 2015. This year, the Pancake Selfie Express, equipped with the brand's unmatched selfie laser technology, is back and more advanced than ever.

- The one-of-a-kind selfie technology was developed by Atlanta-based SuperGroup and was selected for its industrial grade production capabilities for a superb consumer experience. This year, the technology has been optimized for a new-and-improved experience with speed, image quality and innovation in mind.
- Improvements to the experience include the use of a new, top-of-the-line laser that prints up to three times faster than the previous version; technology that prints higher quality images and has the ability to now print in grayscale, or shades of gray, at up to 200 dpi resolution; and the addition of an animated GIF component that produces a time-lapse video of the selfie creation by implementing a camera feature originally designed for quality control in production assembly lines.
- The technology works through the communication of specially designed software and highly customized laser hardware adjusted to a level that doesn't compromise the delicious taste and fluffy texture of the pancake but still leaves behind a clear selfie image.
- Images are taken using a cell phone camera linked to a laptop computer, which then translates the image for the laser hardware. Once the software has finished its translation, the laser transposes the selfie image onto the surface of a pancake. When the laser printing begins, this automatically triggers a camera which records and produces a time-lapse GIF of the process.
- After completing the experience and receiving a fresh, personalized pancake, consumers are also given the option to receive a JPEG and GIF version of their pancake selfie via email.
- The Pancake Selfie Express tour is outfitted with five pancake machines, each producing one pancake per minute – all at the push of a button. The laser printers then transfer selfies from smartphone to pancake in less than 60 seconds. From batter to work of pancake art, the entire process takes mere minutes.
- The resulting image is free from ink or food dyes as the laser cooks the image onto the pancake, a process that does not leave any harmful residue on the pancake nor affect the taste that Holiday Inn Express hotel guests know and love.

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