

PRESS RELEASE

**Germantown, MD
May 10, 2018**

Pinnacle To Install Mitel-3300 For New Charlotte, NC, 300 Room Marriott Combo-Hotel - 'AC Hotel / Marriott Residence Inn'



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Marriott**

The city of Charlotte is very excited about the new 22 story dual branded hotel to be built above the famed Charlotte EpiCenter entertainment location. Marriott is building the dual-branded hotel tower which consists of two Marriott brands: An AC Hotel with 182 rooms and a Residence Inn with 120 rooms.

“We’re beginning to see more and more of these dual-branded hotel being constructed,” says Bill Mitchell, Pinnacle CEO/VP Cloud Solutions, “we have several current projects for various brands and it makes a lot of sense to offer more guest choices and class of services.”

Marriott says the dual branding concept is to tailor guest experiences and target specific demand segments with less overhead and more cost efficiency. This results in significant development savings, with both properties sharing construction costs, conversion costs, and operational expenses. While each hotel has its own separate signage, lobbies and brand identities, for this location, they share the parking facility, laundry, meeting space and an exclusive open-air easement space, among other amenities. Charlotte visitors can choose their hotel experience, while Marriott and the city benefit from a truly maximized hospitality model.

Pinnacle will install the Mitel 3300 system configured to provide dedicated services for each hotel.

For information about Marriott Hotels:

Visit: <http://www.marriott.com/>

For information about Mitel solutions:

Visit: <http://www.mitel.com/>

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