



Marriott Autograph- Lido House

Newport Beach, CA

Set on the site of the former city hall, the historic hotel blends classic Cape Cod-style architecture with nautically-inspired details to create a uniquely sophisticated coastal style. Amenities include a restaurant, spa, courtyard pool and rooftop bar.

The Task

Situated at the nexus of Lido Isle, Lido Peninsula and Balboa Peninsula, the property is well-positioned to enjoy Newport Beach's vibrant atmosphere, bustling marina, white-sand beaches... and the noise that accompanies them. Within just 6 weeks of their grand opening, the hotel received *noise complaints in 90% of guest comments*.

The Trial

Based on the recommendation of another Marriott property, McClinton Heil, Director of Room Operations, reached out to MODIO. The trial began in the hotel's most challenging location: 14 rooms near the popular rooftop bar. Prior to installation, 9 out of 10 occupants complained that noise affected their stay. During the first month of the trial, the property only received four noise complaints... and consistent praise for MODIO as a wonderful new amenity. Guest satisfaction and Medallia scores showed that noise had dropped from the number one issue to fifth place. The hotel subsequently purchased MODIO for all guest rooms.

The Testimonials

What started as a fix for a few rooms ended as a valued amenity in all rooms. Noise complaints are no longer an issue for the hotel and guests are excited about the additional environmental control.

"Who knew there was such a quick and easy solution to noise problems. I've referred MODIO to four other properties!"

McClinton Heil,
Director of Room Operations



Great Every Time

Due to a long-term project, I've been staying at the Marriott weekly since September.

The accommodations are great, as the furnishings are in great shape (the hotel is new), and housekeeping does a really good job keeping the room clean. Unlike other hotels, I'm able to get the temperature set just as I like it. Oh, and the white noise machines are a brilliant addition!



Amazing Hotel! Awesome Location!

Comfy bed, and they also have a "white noise" machine, which helped me sleep like a baby. Especially nice since I had to leave at 5 a.m. for a flight back home.

The Tech

Guest rooms often have very low background sound levels of only 28 to 32 dBA. In these 'pin-drop' environments, occupants are easily disturbed by all kinds of noises. Though adding more sound might seem to contradict the goal of improving acoustics,

guests can be made more comfortable by increasing the background sound level in a controlled way. The new level covers noises that are lower than it and lessens the impact of those that are higher by reducing the degree of change they cause in the room.

MODIO introduces a continuous soothing background sound into the room, allowing guests to control its acoustic ambience as they would temperature and lighting. The sound is similar to soft airflow, designed for comfort and engineered to cover a variety of hotel noises.

"We've tried other sound machines and this is the first one to reduce guest complaints," said Heil. "The product is amazing. We get guests constantly saying 'they're great, where can we buy them.' We tell them that, right now, this is a luxury they can only get in hotels."



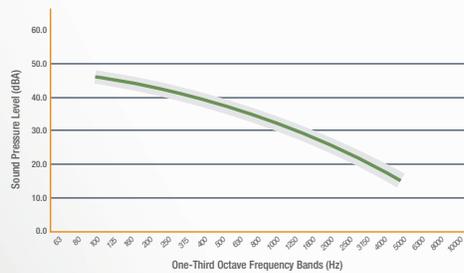
The Lido has confidently recommended MODIO to several other properties.

"We know it works. We don't have to say that we 'believe' it works," said Heil. "We've directly seen the impact it's had both as a noise solution and an amenity that gets noticed. Not only was it a solution for our noise issue, but it turned out to be a great guest satisfier, with regular comments about what a cool feature it is."

His advice to other properties? "Take 20 of your rooms and just try it. Once you see the results, it's a no-brainer!"



Installation is quick and easy. MODIO can be attached to the back of any flat screen TV, beneath or behind furnishings, or to a wall. "Following the 14-room trial, our staff installed the balance of the property in 4 to 5 days, with no issues," said Heil.



Following installation, MODIO was custom adjusted for the Lido's guest rooms using Maestro software. This application ensures the sound follows an optimal masking curve, regardless of a room's interior layout, furnishings and furnishings—environmental factors that would otherwise introduce variations that reduce masking performance and occupant comfort.

Much like a dimmer switch, the control pad allows each guest to set the background sound level according to personal preference or as needed to cover disturbances. "We like the guest control dial and keep it set to a default level so the system is already going when the guest arrives. Then, it just feels like a part of the room and is providing quiet from the first moment they get there."

