

# Sofitel So Bangkok Launches iPad App in the Apple App Store

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/EINPresswire.com/ -- The iPad application for [Sofitel So Bangkok](#) has launched and is now available online free from the App Store.

The app extends the entire [Sofitel So](#) Bangkok experience into the virtual realm, allowing guests the opportunity to explore the hotel prior to check-in and experience everything from the guest room designs inspired by the Five Elements to the diverse facilities and amenities on offer. The iPad format also makes it easy for guests to share the highlights of their stay with friends and family once they return home.

"We're proud to present our iPad app, which is very much in line with our Sofitel So Bangkok ethos of 'Technology for Lifestyle'. The app gives us another channel to engage with our guests from before they check-in to after they check-out. We curated the core hotel information, and added great multimedia content which we hope our guests will find informative and entertaining," said Gilles Cretallaz, General Manager of Sofitel So Bangkok.

The Sofitel So app allows guests to take full control of how they wish to interact with the brand on a fun and interactive platform that offers a visually aesthetic experience on iPads.

The interface of the app is modern and user-friendly, allowing guests to browse and find required information easily, as well as offering insights on the design influences behind the iconic hotel.

The main menu bar files information into categories: hotel, rooms, dining, InspiredMeetingsTM, and So Well. Guests can also browse and purchase items from the boutique, as well as make reservations directly from the app.

In addition to quality full screen images of the rooms and hotel facilities, guests can browse a



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range of other multimedia content on the app. This includes presentation videos (with one on the creative re-interpretation of the Five Elements in the interior designs), and 360° tours of the interior spaces. Some images, including boutique items, can also be rotated to allow users an all-round view.

From the Signatures tab on the Sofitel So app's main menu, users can learn more about Monsieur Christian Lacroix and the signature that he leaves in various parts of the hotel, including a candid video interview with the renowned couturier himself. From the main landing page, users will soon also be able to learn about Sofitel So properties in Mauritius and Singapore.

To download the app, search for "Sofitel So" in the Apple App Store or download from the following link:

<http://itunes.apple.com/us/app/sofitel-so-hotels/id739672473?ls=1&mt=8>

For more information, please contact +66 (0) 26240000 or email [h6835@sofitel.com](mailto:h6835@sofitel.com).

#### About Sofitel So Bangkok's "Technology for Lifestyle"

Matching design creativity with advanced technology, Sofitel So Bangkok is the first hotel in Asia to offer a fully connected lifestyle, with all of the 238 rooms and suites equipped with 40" flat screen LCD televisions and fully integrated Apple® Mac mini media solutions with unprecedented access to entertainment and guest services at the touch of a button; enhanced with the latest iPad in all suites.

Guests are invited to stay connected with broadband internet and free WIFI throughout the hotel and in the rooms. Further extending this digital initiative, the hotel also offers its guests full access to PressReader, which provides 2,300 full-content, current-day newspapers and magazines on a complimentary basis. The Sofitel So App is available as a free download in the Apple App Store.

Sofitel is the only French luxury hotel brand with a presence on five continents with 120 addresses, in almost 40 countries (more than 30,000 rooms). Sofitel offers contemporary hotels and resorts adapted to today's more demanding and more versatile consumers who expect and appreciate beauty, quality and excellence. Whether situated in the heart of a major city like Paris, London, New York, Shanghai or Beijing, or nestled away in a country landscape in Morocco, Egypt, French Polynesia or Thailand, each Sofitel property offers a genuine experience of the French "art de vivre".

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