

## Trump Towers Use Crestron High-Tech Concierge Service

**Crestron touchpanel provides luxury eServices to condo owners.**

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You'd expect nothing less from Donald Trump. His world-renown Trump Towers are the epitome of luxury, featuring high-end construction, design and materials. One the newest [Trump Towers](#), in Sunny Isles Beach, Fla., takes luxury living by providing its residents one-touch access to a variety of high-style services.

Installed into each of the Tower's 271 units is a 6-inch [Crestron](#) touchpanel from which an owner can press one button to request that a lounge chair be placed by the pool, his car be retrieved from valet parking or that someone from maintenance check out a leaky faucet in the kitchen. As explained by Al Reinhard, owner of Miami-based [Advanced Home Theater](#), the company hired to design and install the Crestron gear for the Towers, the touchpanel functions as a portal to the building's eServices platform, which is designed exclusively for residents of multi-dwelling units like the Towers. Navigating the control panel couldn't be easier. Six buttons are presented on the home page: valet, beach, maintenance, weather forecast, concierge and bulletin. Press valet, and other options could be presented. "For example, if a resident owns a BMW and a Ferrari, we could design the touchpanel to display those options after the person presses the valet button. If the BMW button is pressed, the valet knows exactly which car to retrieve. He can then send a message back to the owner's touchpanel informing him that his car is ready and waiting," Reinhard explains.

The five-star treatment continues with features that allow the building management to send messages to every touchpanel to notify residents of special events and building maintenance, like an elevator that's under repair. Similarly, residents can issue a building-wide invitation to a beach side barbeque. Should a resident receive a package or have a cab waiting at the lobby, a message from reception can be sent directly to that owner's Crestron touchpanel.

Today, the touchpanel is used to streamline communications throughout the building, but as with all Crestron systems, it can be expanded to include the control devices such as lights, thermostats and A/V gear in each resident's condo, says Reinhard.

What does one of these condos cost? [This three bedroom, one bath unit](#), for example is offered at \$1,958,889. Tower III is currently 65 percent sold.

