

## Enter, Sherlock

### New patent-pending keyless entry technology unveiled by onefinestay

**London – 1<sup>st</sup> February 2013 - Sherlock™**, a new patent-pending keyless entry technology, was today unveiled by onefinestay, the world's first unhotel. Consisting of a physical device and a smartphone app, Sherlock enables secure keyless access to all types of homes including apartment buildings and walk-ups by using a mobile phone. This dispels the hassle associated with keys and allows homeowners to grant secure access to their homes while they are out.

Sherlock is a technology initiative from onefinestay, a service launched in 2010 and now operating in London and New York that allows visitors to those cities to live like a local by staying in a distinctive home while the owner is out of town, with a service which offers all the convenience and comfort of a hotel. Guests enjoy luxury amenities like 5\* hotel linens and toiletries and every guest is also lent an iPhone for the duration of their stay which is stocked with local tips from the home's owner, and from which they can make free local calls. Members benefit by earning an income from a house or flat which would otherwise stand vacant, without the risk or hassle associated with alternatives like holiday rental or short letting.

The launch of Sherlock follows the recent appointment of the company's CTO Jackson Hull, who relocated to London from Silicon Valley with his family to join onefinestay, as the company continues to invest heavily in technological innovations to change the lives of city homeowners. The technology has been developed primarily by the company's in-house Research & Development engineering team and Head of Product and co-founder Tim Davey.

Sherlock was developed by onefinestay to help solve the challenges that come with managing tens of thousands of keys, and is initially being offered to current onefinestay members. Sherlock has already been successfully piloted in London where its early users have been using it to let in friends, maintenance teams, cleaners, grocery deliveries and family members easily and securely while they are out.

By allowing homeowners to control access to their home while they are not in, or to give a single-use 'virtual key' to others they trust, Sherlock is an elegant solution to an age-old problem. 111 million Americans wait in for deliveries each year and waste a combined total of over 200 million working days—equivalent to \$38bn in lost productivity. The invention also solves many problems related to

keys, from needing to have multiple sets cut (the average person has nine sets of keys), to waiting at home to meet the cable guy.

Unlike other electronic home access solutions, Sherlock does not require homeowners to change their locks, and works in both houses with a single front door, as well as buildings with both a communal building door and an apartment door. That means it is effective in all types of buildings: townhouses, walk-ups and apartment buildings. During its initial installation, the Sherlock device is plugged into a homeowner's existing door entry system (Sherlock is compatible with 95% of door entry systems). Because of this, the technology—already in use within some onefinestay members' homes in London—does not require homeowners to install new locks, issue new keys, or change their security systems.

Greg Marsh, CEO and co-founder of onefinestay, says, "We're delighted to unveil Sherlock to the world. Like the fictional genius of the same name, with a bit of technology magic, it's a service that provides an answer to that perennial mystery: how to get into – and out of – a locked room with no keys."

The service is currently being offered to members of onefinestay in London.

*Please note **onefinestay** is one word, no spaces, lowercase*

**Notes to Editors:**

**onefinestay** ([www.onefinestay.com](http://www.onefinestay.com)) redefines the experience of city travel: live like a local by staying in a distinctive home while the owner is out of town, with a service which offers all the convenience and comfort of a hotel. Guests enjoy luxury amenities like 5\* hotel linens and toiletries and every guest is also lent an iPhone for the duration of their stay which is stocked with local tips from the home's owner, and from which they can make free local calls. Members benefit by earning an income from a house or flat which would otherwise stand vacant, without the risk or hassle associated with alternatives like holiday rental or short letting. Since its launch in 2010, onefinestay has signed up over a thousand members, and today manages an exclusive portfolio of over \$2.5bn beautiful upscale homes in London and New York.

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