**KT to take AI hotel platform to Philippines, Dubai, Guam**

KT will sell its tech-centric hotel service offering artificial intelligence-based(AI)features around the clock to hotels in the Philippines, the company said Sunday, noting that the service will be expanded to hotels in Singapore, Dubai and Guam afterward.

Toward that end, the Korean telecommunications company signed a business cooperation contract with MVI at Kuala Lumpur, Friday.

MVI is a Hong Kong-based company offering internet protocol television services to hotel chains in 18 countries in Asia and the Middle East.

KT is pushing to make inroads into the global AI hotel market with the Genie Cube platform.

The Genie Cube is a platform that combines KT’s AI hotel service, the Giga Genie Hotel with MVI’s IPTV services for hotels.

The platform enables guests to control lighting and IPTVs as well as air conditioning and heating through voice commands or a touch screen display. Guests can also request amenities such as bath gels.

The Genie Cube platform also offers more enhances security for for sensitive personal information, and is capable of providing customized systems in accordance with situations of each hotel, according to KT.

KT and MVI will install the Genie Cube AI hotel platform on a trial basis for MVI’s clients in the Philippines in November, and continue to carry out joint marketing activities to expand the service to more MVI’s clients in Singapore, Dubai, Guam.

“After about a year of development, we are now able showcase the Genie Cube AI hotel platform on the global market,” said Kim-Young-woo, a senior vice president who heads the Global Business Development Unit at KT. “We expect KT’s AI hotel service to expand into global market, beginning with the installation of the service in Cebu, the Philippines.

**Will higher iPhone 11 prices turn off Korean consumers.**

With the iPhone 11 lineup scheduled to be release in Korea Friday, industry officials and market analysts are waiting to see whether Apple will be able to continue its success here with its latest smartphones as the new models cannot use 5G networks.

Another variable that may interrupt the success is Apple’s decision to keep the price of the iPhone 11 unchanged in Korea, although it lowered the price in other major markets such as the United States and Japan.

The nation’s three mobile carriers –SK Telecom, KT and LG U+ - began pre-sales of the iPhone 11 series, Oct.18 ahead of the official launch this Friday.

The lineup is composed of a basic model, the iPhone 11, and the higher-end iPhone 11 Pro and iPhone 11 Pro Max