



NOT A HOTEL

NOT A HOTEL Smart Home

NOT A HOTEL KNX forum TOKYO 2025



Shinsuke IMAI



~ 2017: KYOTO Univ (Electricity, Computer Science)

~ 2021: Cookpad JP (Digital Signage, EC)

~ 2023: Cookpad UK (Global Recipe Service)

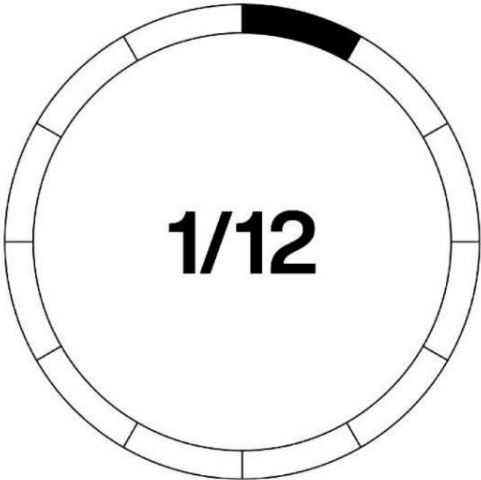
~ 2025: NOT A HOTEL (Smart Home)



NOT A HOTEL

How it works

Flexible Ownership



Buy Only What You Need

Buy only as much as you need. Choose your ownership style, from 1/12 to full ownership of a home.

** May vary depending on the property, such as SETOUCHI.*

	Apr. - Sep.	Oct. - Mar.
Available Days	15 Days	15 Days
Peak season	7 Days	5 Days

Fair Booking

The NOT A HOTEL app makes scheduling easy and equitable for every owner. 15 nights are allocated every six months, of which 6 nights are during the high season, allowing for flexible booking while ensuring fairness.

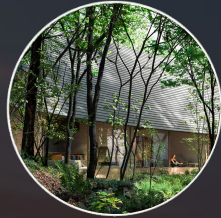
How it works

Multi-locational Living

Owners unlock access to all homes within the NOT A HOTEL network. Our locations are selected with care and passion, to curate a collection of the most beautiful and desirable landscapes throughout Japan. Experience the thrill of discovering new destinations with each visit.



KITAKARUIZAWA



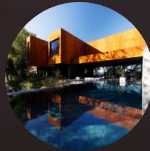
RUSUTSU



MINAKAMI



NASU

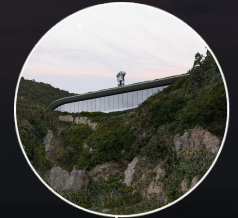
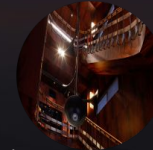


TOKYO

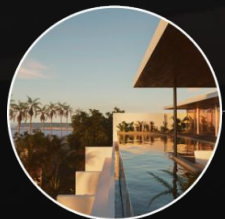
HIROO



ASAKUSA



FUKUOKA

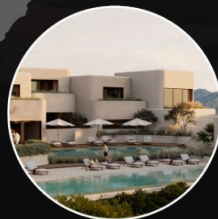


AOSHIMA

SETOUCHI



MIURA



ISHIGAKI





End-to-end value chain

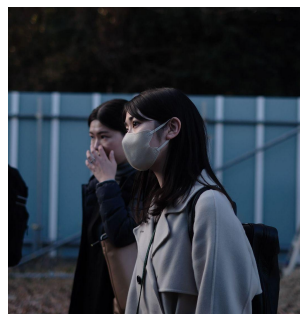
**Land
acquisition**

Design

Sales

Construction

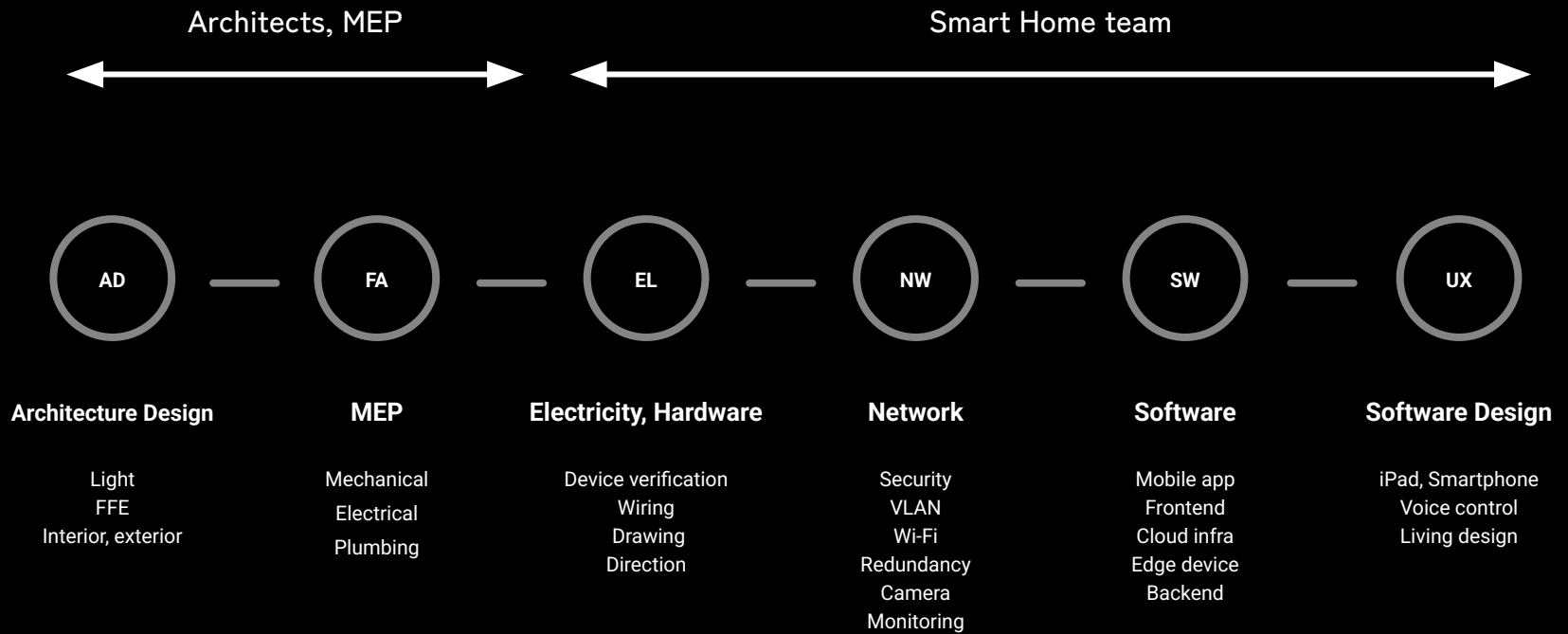
**Hotel
operation**













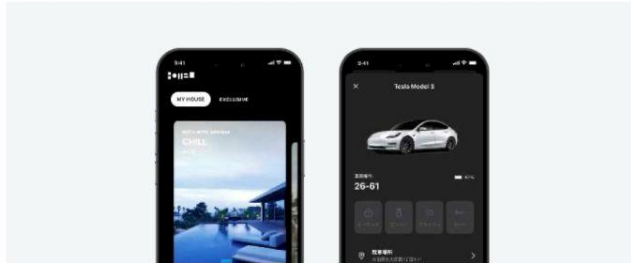
Members

- 2 Product managers
- 2 iOS engineers
- 2 Network engineers
- 3 Backend engineers
- 1 Frontend engineer
- 6 IoT engineers & Integrators
- 1 QA engineer



NOT A HOTEL Smart Home System

NOT A HOTEL OS: Simplifying Every Aspect of Your Stay



Comfort at Your Fingertips

The NOT A HOTEL app is packed with all the essential functionalities for your lifestyle. From making stay reservations to accessing house keys and car share keys, and even managing income, everything is seamlessly integrated into the app.



Smart Home Controller

All device operations can be managed through the NOT A HOTEL home controller. By connecting regular household appliances to KNX, it enables unique automation and control capabilities.



AI Concierge

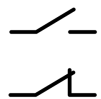
A chat concierge powered by GPT-3.5 AI responds to customer requests and questions, provides appropriate recommendations for app navigation, and helps solve everyday challenges in living.



Blockchain-based Usage Rights

NOT A HOTEL utilizes blockchain technology to establish usage rights for its accommodations. This innovative approach ensures transparency, security, and seamless transactions for accessing the facilities and services offered.

Cloud, Edge, Fieldbus



接点







One UI everywhere

Each NOT A HOTEL house is fully smart-home enabled.

All facilities—including locks, air conditioning, floor heating, lighting, baths, saunas, curtains, and blinds—are connected to the NOT A HOTEL Smart Home system.

Physical switches have been completely removed from the houses, and every feature can be controlled via an iPad or smartphone.

No matter which house guests stay in, they can operate everything through the same user interface, ensuring a seamless and intuitive experience.





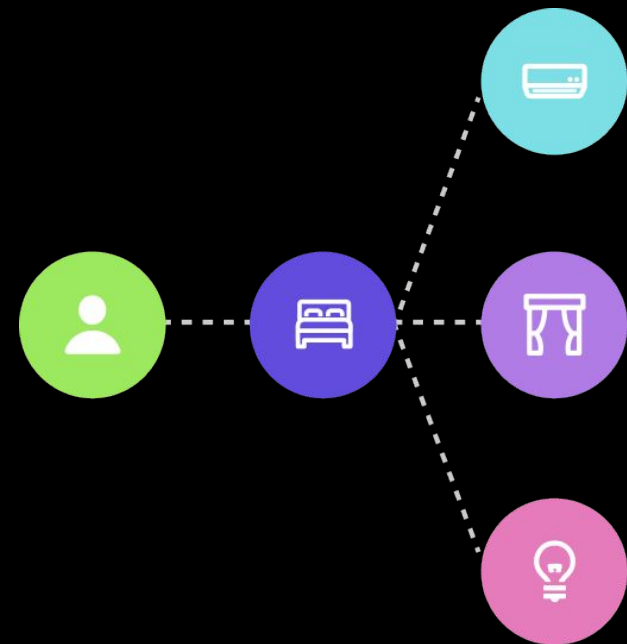


Automation

We create a comfortable environment even before guests check in, ensuring that all lighting turns on the moment they arrive. Energy-saving mode is automatically activated in the evening, which turns off facilities such as the sauna. At checkout, all systems shut down to further optimize energy efficiency.

Indoor temperature and humidity are managed through sensor-based feedback control.

In the morning, curtains automatically open at the time set on the alarm, allowing guests to wake up gently to natural sunlight.





NOT A HOTEL Smart Home System

Cloud Network

Google Cloud



VPN
Cloud VPN



smarthome-app-api
Cloud Run



Grafana
Cloud Run

gRPC
REST

Amazon Web Service



Lambda



AWS IoT Core



InfluxDB

VPN

MQTT

Local Network

Control panel



Edge server
KNX, Modbus etc



I/O module
A contact, Meter, 100V etc



24V, 18V, KNX Power supply
UPS, Redundancy, etc



DALI Gateway
DALI-2 w/o KNX



Hub
L2 Switch, RS485 Hub

MQTT

HomeController
iPad

Devices



KNX

Modbus
RS485

TCP/IP

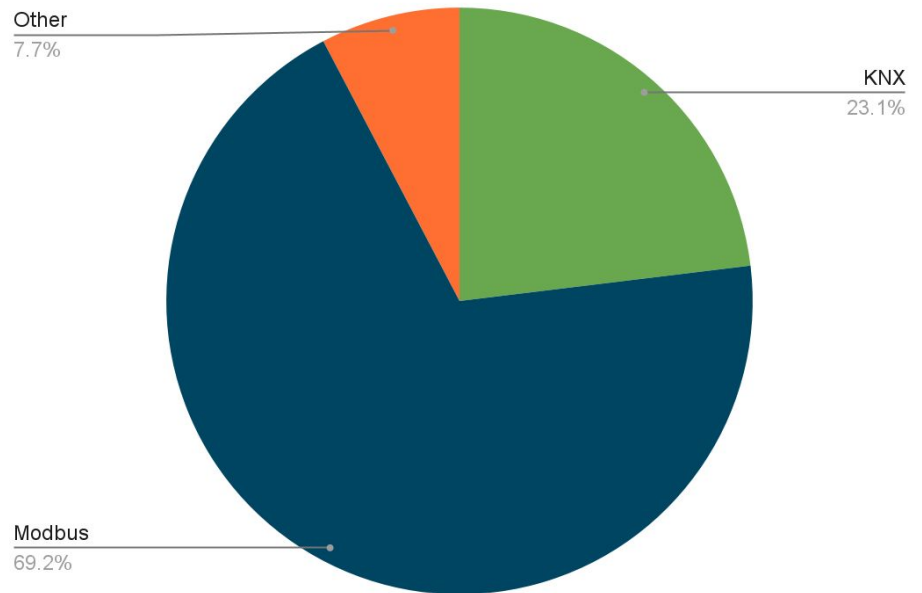
AC 100V
DC 24V

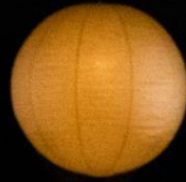
DALI



Protocols

- **KNX**
 - Multi sensor
 - Touch sensor
 - Air conditioner
- **Modbus**
 - Meter
 - Humidifier
 - Floor heater
 - Mirror heater
 - Sauna
 - Alert
 - Bath
 - Water Bath
 - Curtain
- **TCP/IP**
 - Door phone
- **Other**
 - DALI

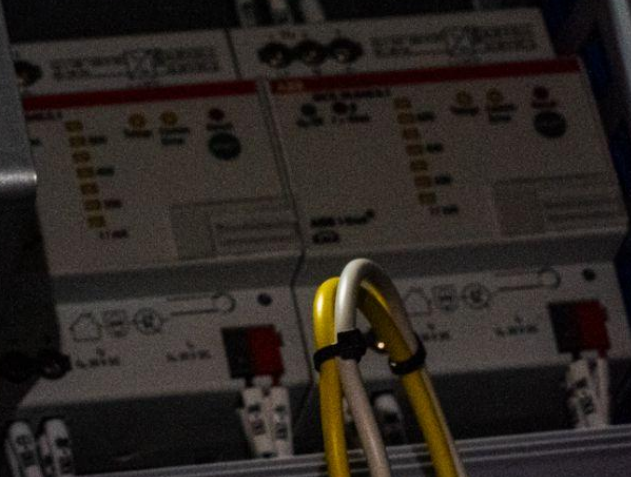
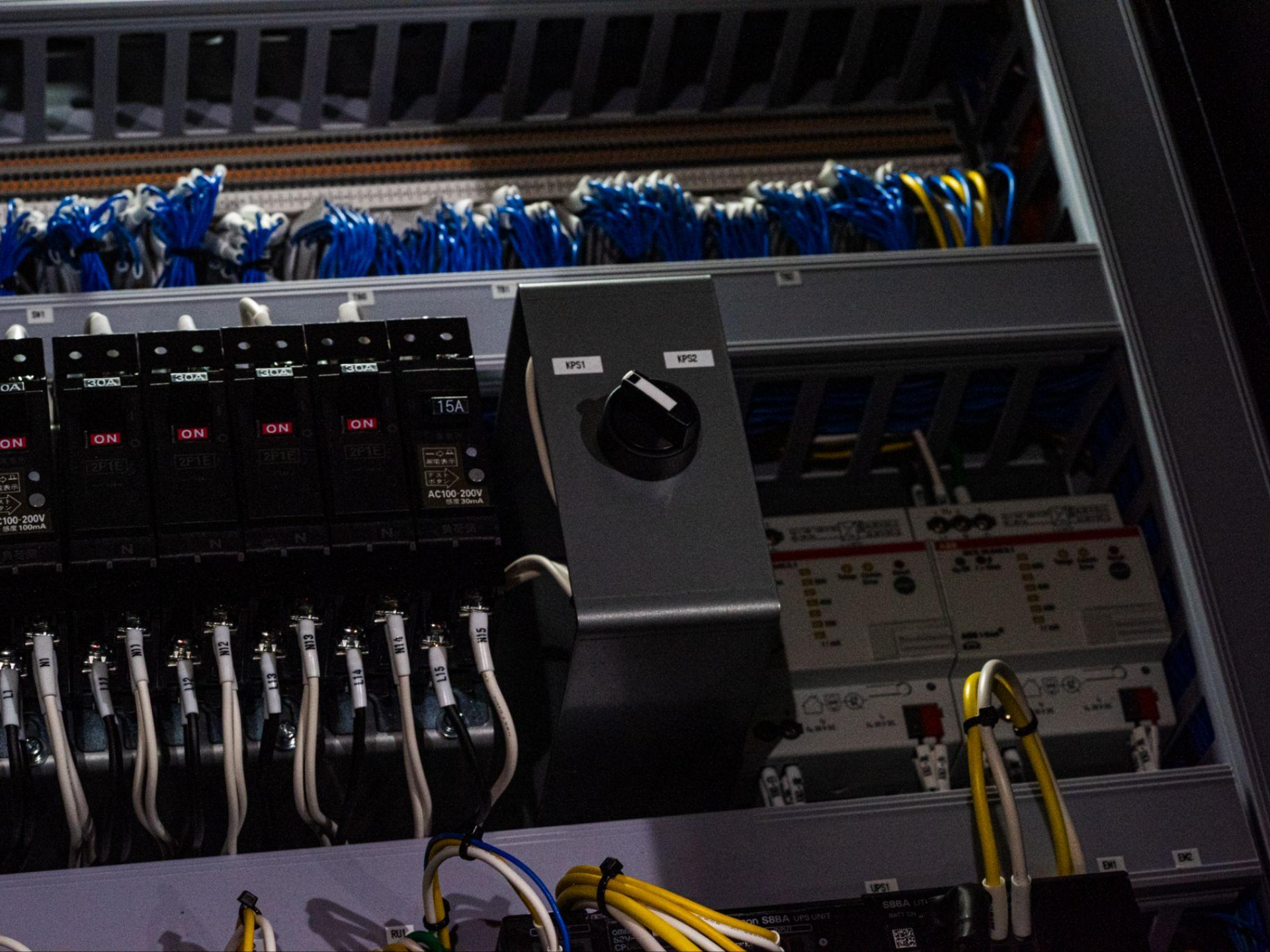




NOT A HOTEL

SETOUCHI
360

SMARTHOME





PS1

PS2

P201
P202
P203
P204
P205

P201

P201
P202
P203
P204
P205

1
2
3
4
5
6
7
8

DPS1

DPS2

DGW1

DGW2

DGW3

DGW4

DGW5

P180
P181
P182
P183
P184

P180
P181
P182
P183
P184

P180
P181
P182
P183
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P183
P184



NOT A HOTEL SETOUCHI



NOT A HOTEL SETOUCHI

Please note that the information in this document is current as of now and may be subject to change.

Architect

Bjarke Ingels

After working at OMA in Rotterdam, Netherlands, Bjarke Ingels co-founded PLOT Architects in 2001 and later established BIG (Bjarke Ingels Group) in 2005. Through numerous award-winning projects, he has earned acclaim for designs that are not only programmatically and technologically innovative but also mindful of cost and resource efficiency. His accolades include the Crown Prince Culture Prize in Denmark (2011), the Golden Lion at the Venice Biennale (2004), and the Urban Land Institute Award for Excellence (2009). In 2016, TIME magazine named him one of the "100 Most Influential People in the World." Alongside his architectural practice, he has taught at various universities and currently serves as an Honorary Professor at the Royal Danish Academy of Fine Arts, School of Architecture. He is also an active public speaker, having presented at events such as TED, WIRED, AMCHAM, and the World Economic Forum.



LEGO Brand House

BILLUND, DENMARK - 2020

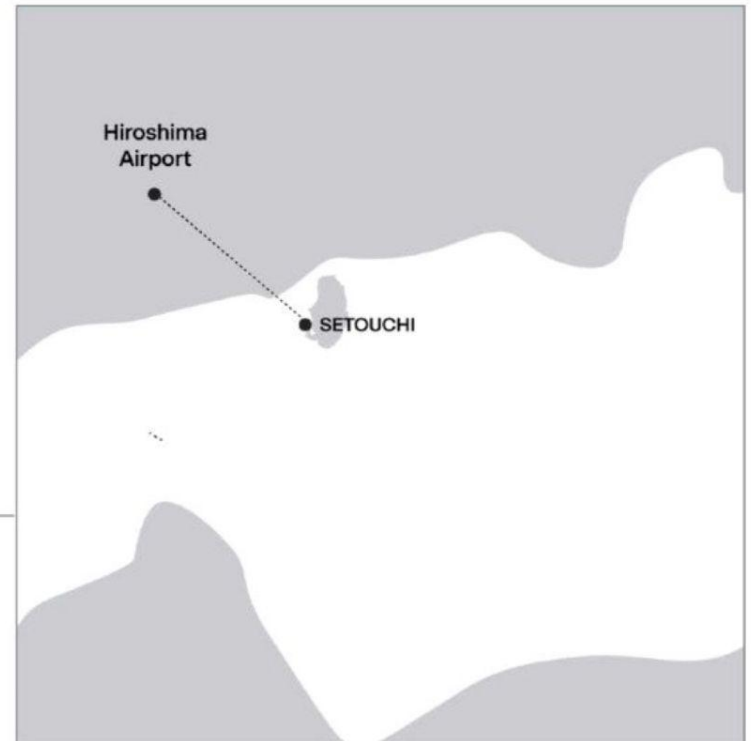


Google HQ

MOUNTAIN VIEW, UNITED STATES - 2022

NOT A HOTEL SETOUCHI

Location



2424-1 Towadanoura, Sagiura-cho, Mihara City, Hiroshima Prefecture



NOT A HOTEL SETOUCHI



YAKATABUNE

Enjoy a sunset-to-nightfall cruise through the islands of Setouchi aboard our specially designed yakata-bune.

Savor a dinner of fresh fisherman-style cuisine and sushi as the scenery transforms from golden light to starry skies.

Champagne under the moonlight on the rooftop deck adds the perfect finishing touch to the evening.

Please note: This experience is currently in the planning stage and subject to change.

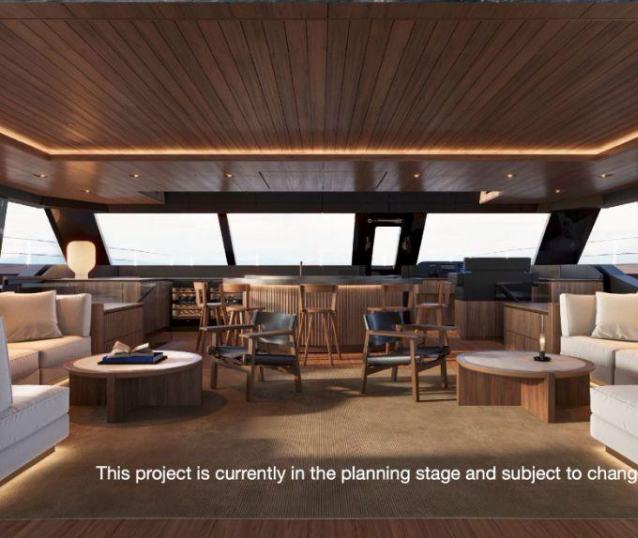


SUNREEF 80 POWER

A private cruiser from a leading Polish luxury yacht manufacturer, making its debut in Japan.

This custom-designed vessel features a unique interior by NOT A HOTEL.

With an overall length of 23.8 meters and a spacious 377 m² layout, it offers the comfort of a floating residence.



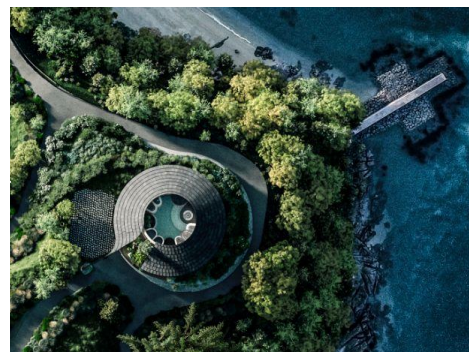
This project is currently in the planning stage and subject to change.



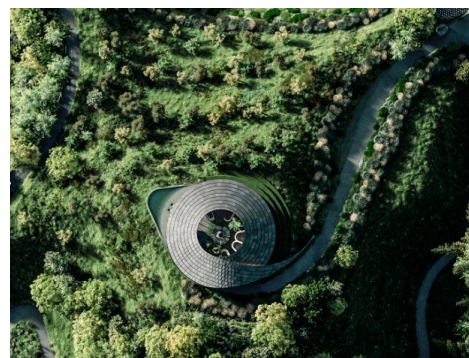
0-90
PIER
CAFE



180
VILLA



270
VILLA



360
VILLA

■●||=■ | ○ 360



A Hilltop Residence Designed for Gathering Around the Fire

Perched atop the highest hill in the area, 360 offers sweeping 360° views from a home that curves in harmony with the land.

At one end lies a private pool; at the center, a courtyard invites guests to enjoy barbecues and fireside moments in a secluded, open-air setting.

© NOT A HOTEL, inc.



Total Area:
(including terrace and
courtyard)

786.53m²

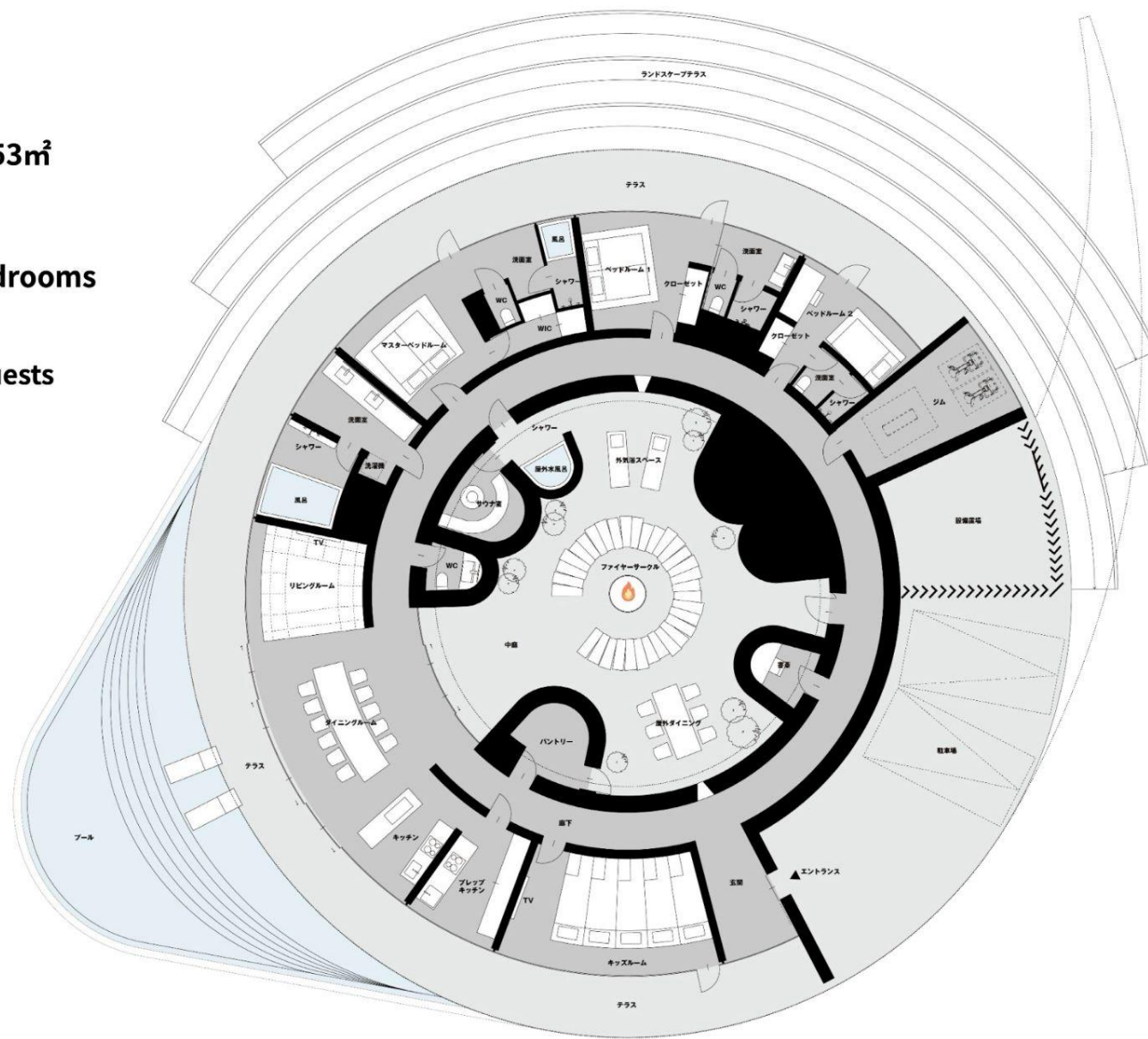
Layout:

4 Bedrooms

Maximum

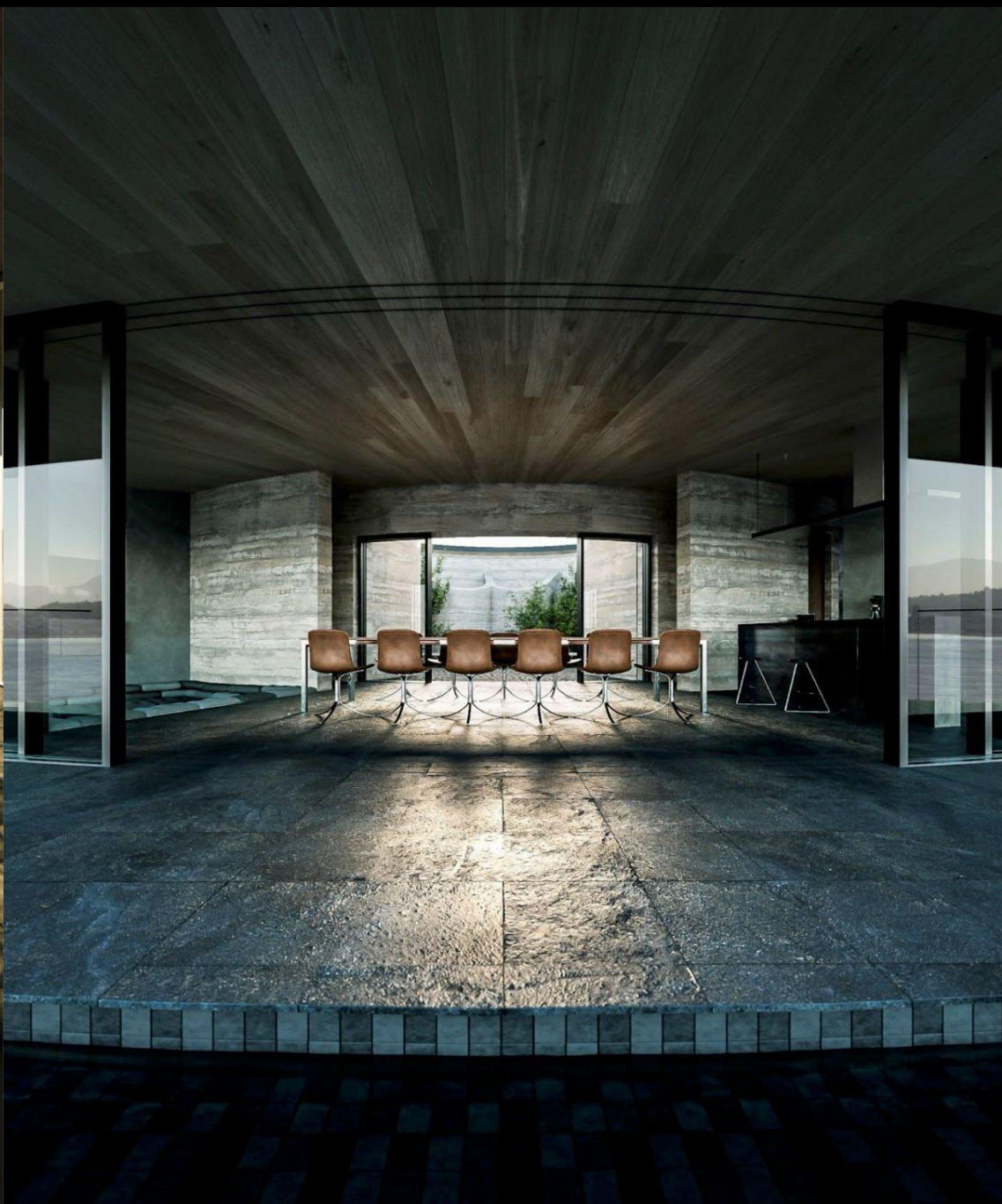
Occupancy:

10 Guests



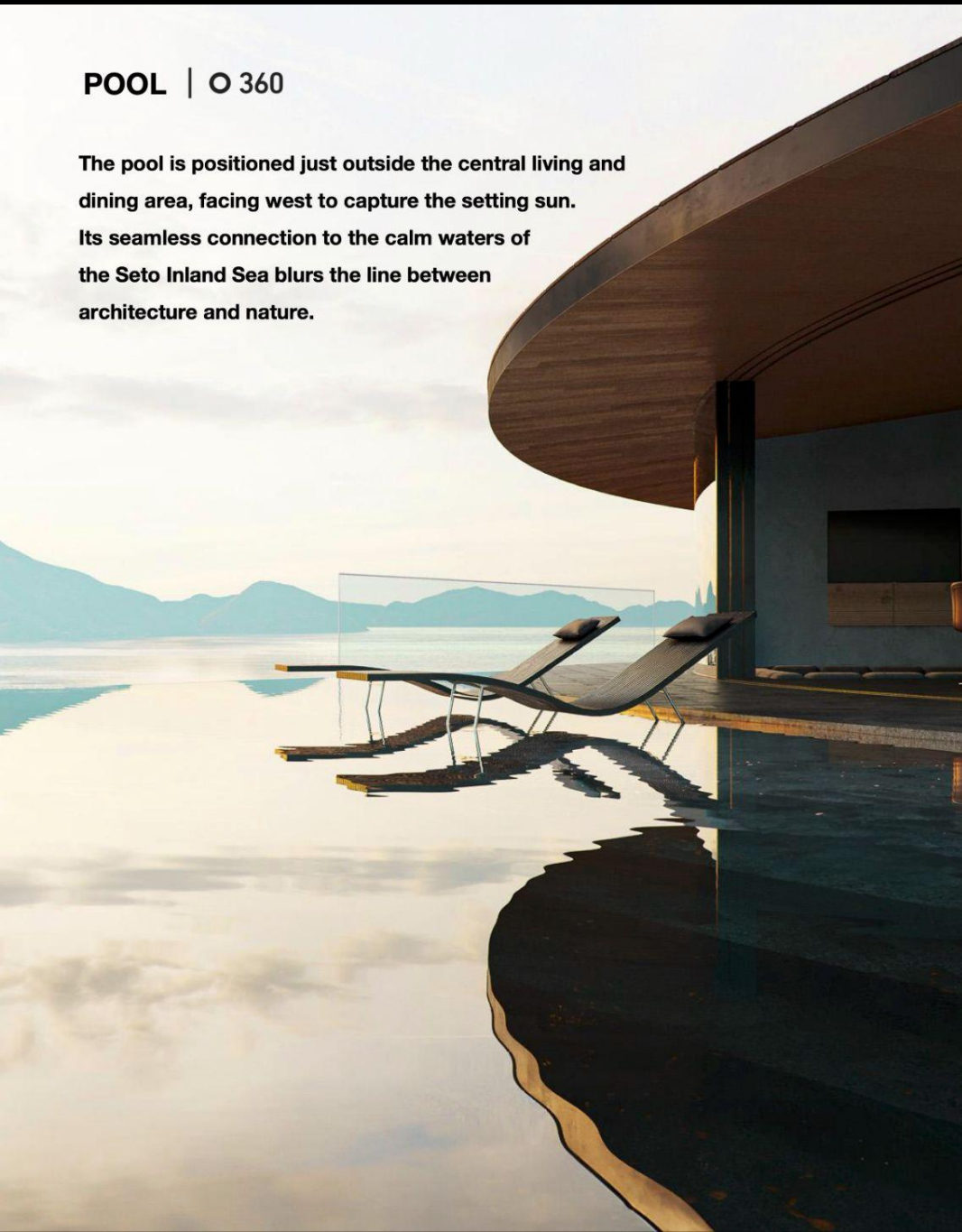
LIVING & DINING | O 360

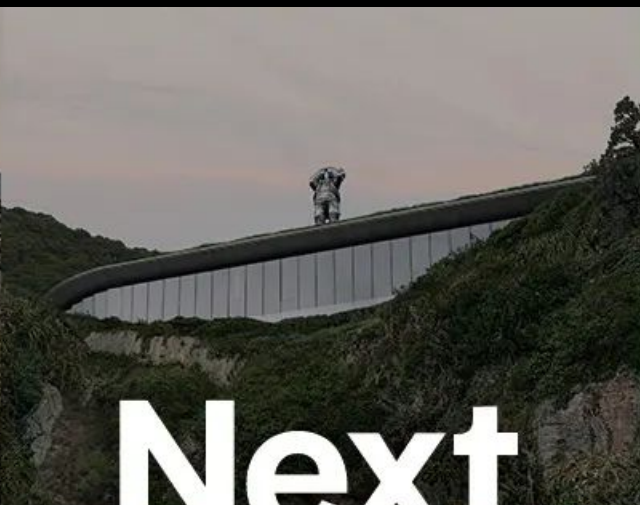
Floor-to-ceiling windows and expansive glass walls fill the interior with natural light, creating a bright, airy atmosphere. From inside, you can enjoy the changing seasons and star-filled night skies in every direction.



POOL | O 360

The pool is positioned just outside the central living and dining area, facing west to capture the setting sun. Its seamless connection to the calm waters of the Seto Inland Sea blurs the line between architecture and nature.





Next
NOT A HOTEL



NOT A HOTEL

TOKYO

Directed by
NIGO®



NOT A HOTEL

RUSUTSU

Designed by
Snøhetta

Partner
KAMORI
ARCHITECTS

The image shows a modern, multi-level building with a swimming pool and lounge area. The building has a minimalist, geometric design with light-colored walls and large windows. A swimming pool is in the foreground, with lounge chairs and umbrellas around it. A bar area is visible on the left side of the building. The scene is set during sunset or sunrise, with warm lighting and a clear sky. The overall atmosphere is relaxed and sophisticated.

MIURA

POOL CLUB

Restaurant Interior Designed by

RYU KOSAKA

A.N.D.



KITAKARUIZAWA

MASU

Designed by

Masamichi Katayama

Wonderwall®

NOT A HOTEL

AOSHIMA II

Designed by

SHIN OHORI

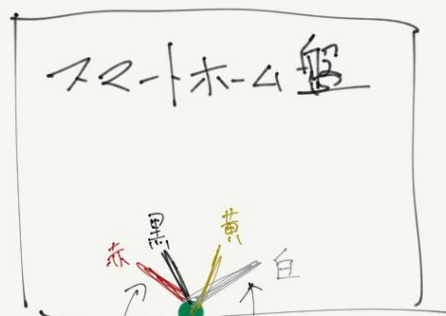
GENERAL DESIGN CO.,LTD.



Integration case study

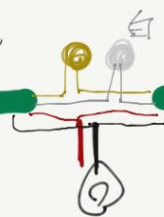
~ Touch sensor ~





赤
黒
黄
白

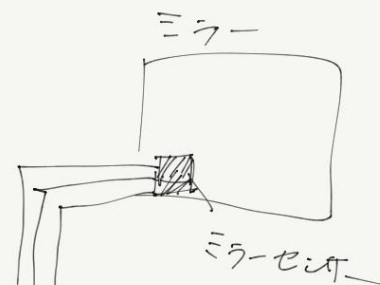
信号給電
30V補助給電



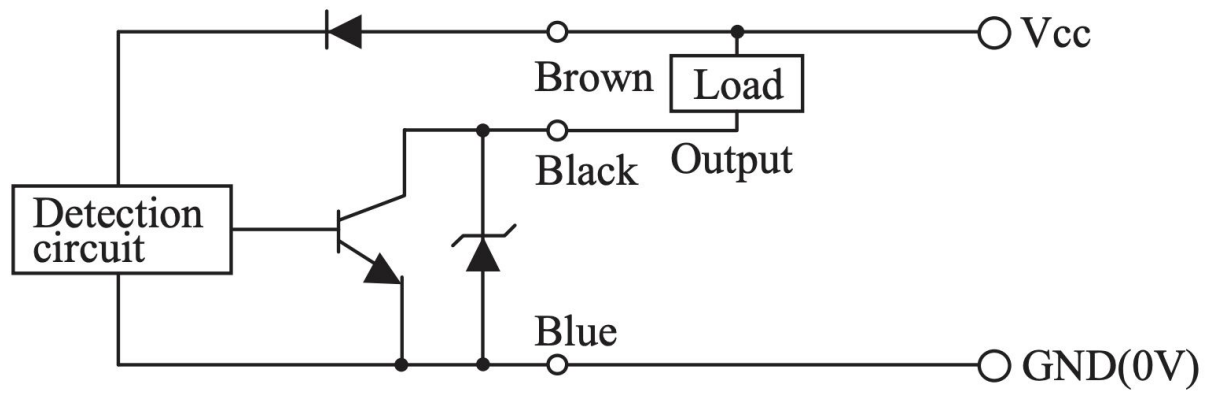
スローホーム



スローセーター



ミラーセーター



AIO-0410V.01
Analog-I/O 4fach
IN: 0-10VDC / 0-20mA DC
OUT: 0-10VDC / max 2mA

CE
MDT
www.mdt.de

A B C D GND
+0 +0 +0 +0

>1s Prog

Terminal block with 4 pins (A, B, C, D) and GND. A green cable is connected to the GND pin. A red and black twisted pair is connected to the bottom terminal block.

DDR-15G.12
Input: 9-36VDC 2.2A
Output: 12VDC 1.5A (18.75W)
12VDC 1.25A (15W)
Terminal torque 4.4 Lb-In

OUT + -
IN - +

Terminal block with 4 pins (A, B, C, D) and GND. A green cable is connected to the GND pin. A red and black twisted pair is connected to the bottom terminal block.

Terminal block with 4 pins (A, B, C, D) and GND. A green cable is connected to the GND pin. A red and black twisted pair is connected to the bottom terminal block.

AC/DC 24V
30W MAX 0.5W MAX

AC/DC converter module with a black casing and a white terminal block.

AC/DC 24V
30W MAX 0.5W MAX

AC/DC converter module with a black casing and a white terminal block.

24V

Blue cylindrical component, likely a capacitor or inductor, with a white terminal block.



Integration case study

~ DALI commissioning ~

270



D1-01

D1-02

D1-03

D1-07

D1-06

D1-05

D1-04

DA-01

照明名
D1-01

照明ステータス

正常

limit error

アドレス

s00

DALI GATEWAY

0.2 D1

照度

未取得

照度を取得



MD205

BU12



シーン照度設定

プリセットシーンに紐づく照度一覧を表示します。

シーン: RELAX (リビングルーム)

DALI へ反映

保存済みの照度をデバイスへ書き込みます。

全点灯

全消灯

設定値点灯

他のシーン設定値からコピーする

変更を破棄

確定

グループ

シーンで同時に点灯する DALI グループを設定します。

照明

照度

含める

個別操作

リビングルーム_テーブル
上

g06



254 ARC ▾



リビングルーム_ソファ上

g07



170 ARC ▾



個別照明

シーンで制御するショートアドレス単位の照明を設定します。

グループ所属も表示



照明

照度

含める

個別操作

D1-05 s04



243 ARC ▾



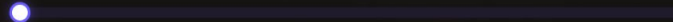
D1-06 s05



220 ARC ▾



D1-07 s06



-- ARC ▾





DALI 探索（バイナリサーチ）

現場で照明を素早く絞り込むための探索ツールです。

ステータス

探索を開始できます。

IDLE

進捗

0/6

現在の範囲

s0～s63

注視する半分

-

ブロードキャスト値

0 で全灯 OFF、1～200 で ARC を送信

0

⚡ 探索を開始

⌛ リセット

☑ 点灯した

☒ 点灯していない

- 探索を開始: 同系統内の全照明を2分割して6回の Yes/No で目的の1台のアドレスを探索します
- リセット: 状態とログを初期化します照明の操作はしません
- 「点灯している」: 目的の器具が100%点灯している
- 「点灯していない」: 目的の器具がブロードキャスト値で点灯している（暗い）
- ブロードキャスト値: 明るくする方とは逆の器具の明るさを指定します（0～200）

探索ログ

0 ENTRY

ここに探索ログが表示されます。



More info



NOT A HOTEL

Smart Home

📄 15本

NOT A HOTELを支えるスマートホームの技術についてご紹介します

フォローする

運営しているクリエイター

👤 NOT A HOTEL Inc.

記事 月別 ハッシュタグ

ゲストの目に触れない裏側で何が起きているか — NOT A HOTELのBMSを支える運営の話

この記事は、NOT A HOTELのソフトウェア開発連載「Inside the SOFTWARE TEAM」の企画で書いています。 はじめにここにちは！NOT A HOTELの...



7日前

👍 23 📄



なぜ今、Modbusなのか？スマートホームに組み込んで気づいた利点

この記事は、NOT A HOTELのソフトウェア開発連載「Inside the SOFTWARE TEAM」の記事のひとつです。 https://note.com/notahotel_inc/n/n5a...



9日前

👍 16 📄



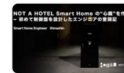
NOT A HOTEL Smart Home の“心臓”を作る話 ~ 初めて制御盤を設計したエンジニアの奮闘記

この記事は、NOT A HOTELのソフトウェア開発連載「Inside the SOFTWARE TEAM」の企画で書いています。 はじめにここにちは。NOT A HOTEL ...



2週間前

👍 39 📄 ...



最高の滞在体験を実現する空調自動化 vol4. 現場とデータをつなぐ居住域センサー開発の舞台裏

この記事は、NOT A HOTELのソフトウェア開発連載「Inside the SOFTWARE TEAM」の記事のひとつです。 はじめにNOT A HOTEL でエンジニアを...

https://note.com/notahotel_inc/m/m4abfe7d0deac



Smart Home の求人一覧 - NOT A HOTEL株式会社

🔍 ポスト 📌 シェアする 🌐 共有する

オペレーションアシエイト（スマートホーム）_A02

私たちNOT A HOTELは「最高の体験をすべての人に届ける」ことを目指し、テクノロジーを活用したスマートホームを展開しています。本...

[Software](#) [Smart Home](#)



スマートホームインテグレーター_A02

私たちNOT A HOTELは「最高の体験をすべての人に届ける」ことを目指し、テクノロジーを活用したスマートホームを展開しています。本...

[Software](#) [Smart Home](#)



スマートホームエンジニア_26年新卒_A02

◆NOT A HOTEL の新卒採用について NOT A HOTELでは2026年4月入社のスマートホームエンジニアの採用を行なっております。NOT A H...

[Software](#) [Smart Home](#) [新卒採用](#)



スマートホームエンジニア_27年新卒_A02

◆NOT A HOTEL の新卒採用について NOT A HOTELでは2027年4月入社のスマートホームエンジニアの採用を行なっております。NOT A H...

[Software](#) [Smart Home](#) [新卒採用](#)



スマートホームエンジニア_A02

私たちは、NOT A HOTELを通して“最高の体験”を“すべての人に届ける”ことを目指しています。その実現のために、スマートホーム技術は...

[Software](#) [Smart Home](#)



スマートホーム設備エンジニア（電気設備）_A01

NOT A HOTELの各施設における電気設備・スマートホーム制御システムの保守・施工管理を担当いただきます。単なるメンテナンスにとど...

[Software](#) [Architect](#) [Smart Home](#)



ソフトウェアエンジニア（iOS / スマートホーム）_A02

私たちはNOT A HOTELを通して、“最高の体験”を“すべての人に届ける”ことを目指しています。オーナーやゲストの快適な滞在を支えるた...

[Software](#) [Smart Home](#)



ネットワークエンジニア（スマートホーム）_A02

私たちNOT A HOTELは「最高の体験をすべての人に届ける」ことを目指し、テクノロジーを活用したスマートホームを展開しています。本...

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<https://herp.careers/v1/notahotelinc/requisition-groups/b9d56b2a-8494-4e5f-9b75-5586c5e894d6>