



NOT A HOTEL

NOT A HOTEL Smart Home

NOT A HOTEL KNX forum TOKYO 2025



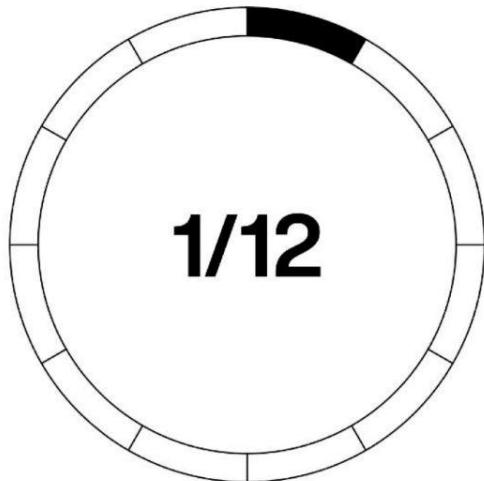
Shinsuke IMAI



- ~ 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

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



FUKUOKA



AOSHIMA



SETOUCHI



MIURA

HIROO



ASAOKA



TOKYO



ISHIGAKI



End-to-end value chain

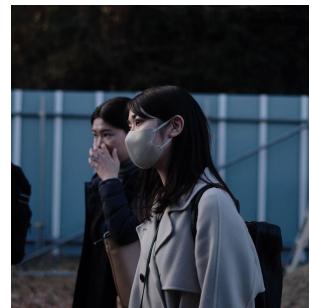
Land
acquisition

Design

Sales

Construction

Hotel
operation





A large group photograph of 322 members, arranged in approximately 12 rows. The front row is standing, while the back rows are seated on the floor. They are all facing the camera and are dressed in a variety of casual to semi-formal attire. The setting is a modern, industrial-style studio with exposed ceiling infrastructure, including pipes and lighting fixtures. The background features large windows and a dark, minimalist wall.

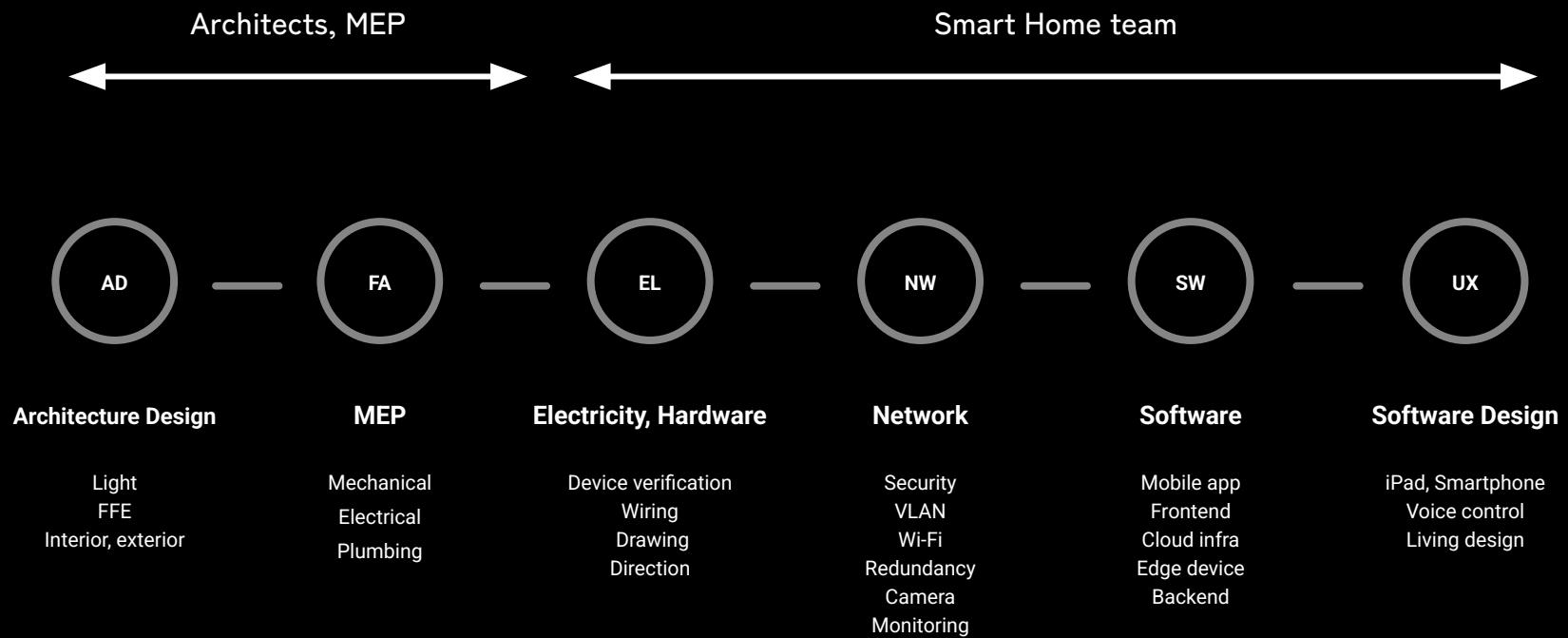
members

322





NOT A HOTEL Smart Home team





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.



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.



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.



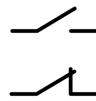
Blockchain-based Usage Rights

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



Google Cloud



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.





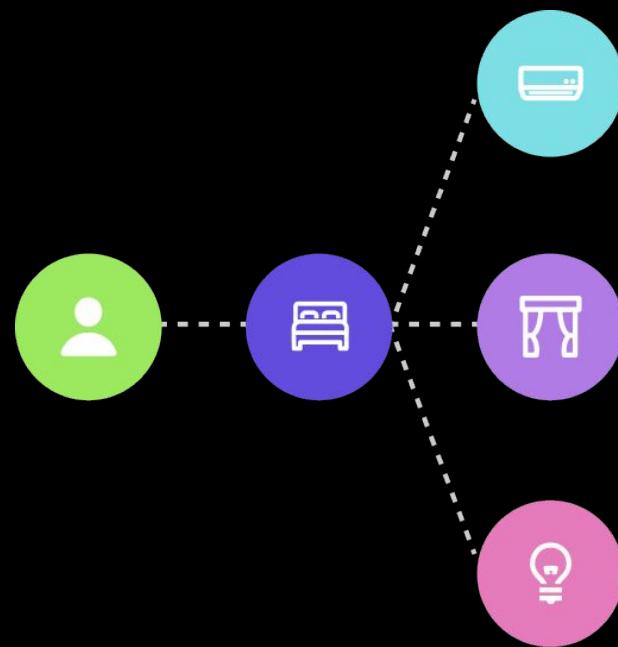


Automation

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



HomeController iPad

KNX

Modbus
RS485

TCP/IP

AC 100V
DC 24V

DALI

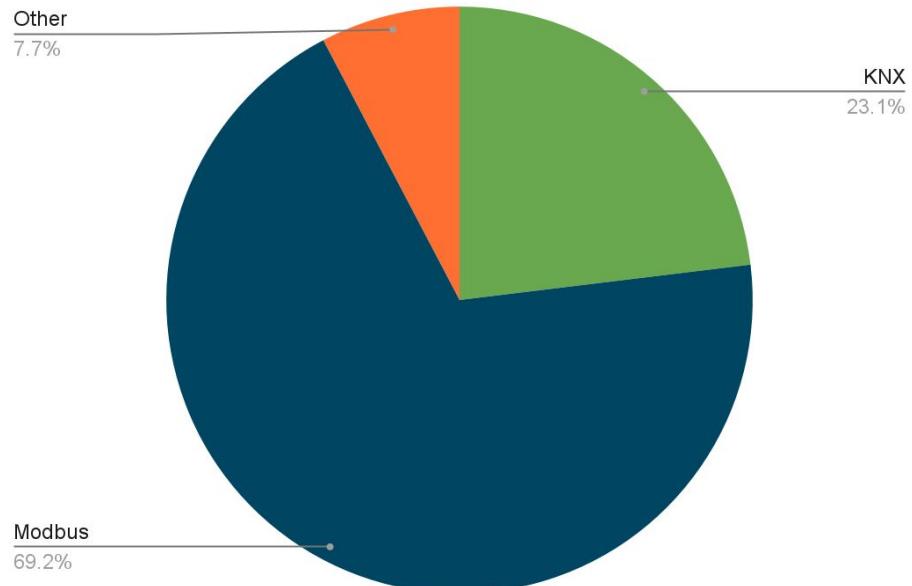
Devices





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





SETOUCHI

360

SMARTHOME





NOT A HOTEL SETOUCHI

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

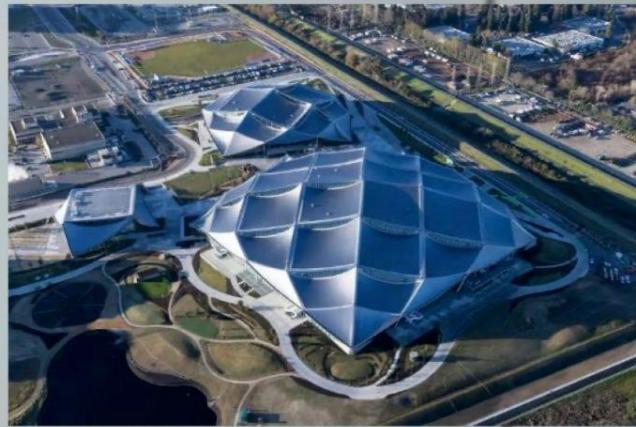
Bjarke Ingels

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

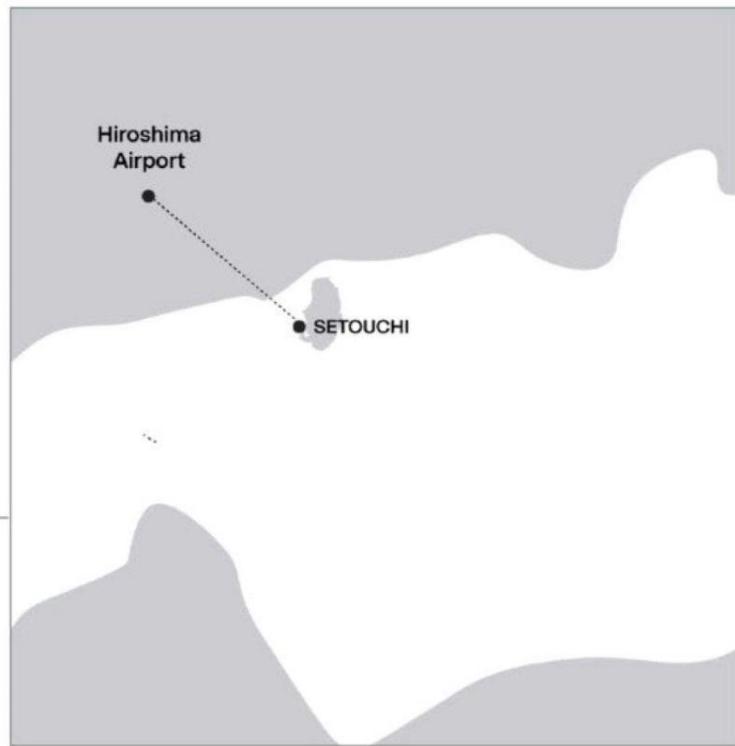


Google HQ

MOUNTAIN VIEW, UNITED STATES - 2022

NOT A HOTEL SETOUCHI

Location



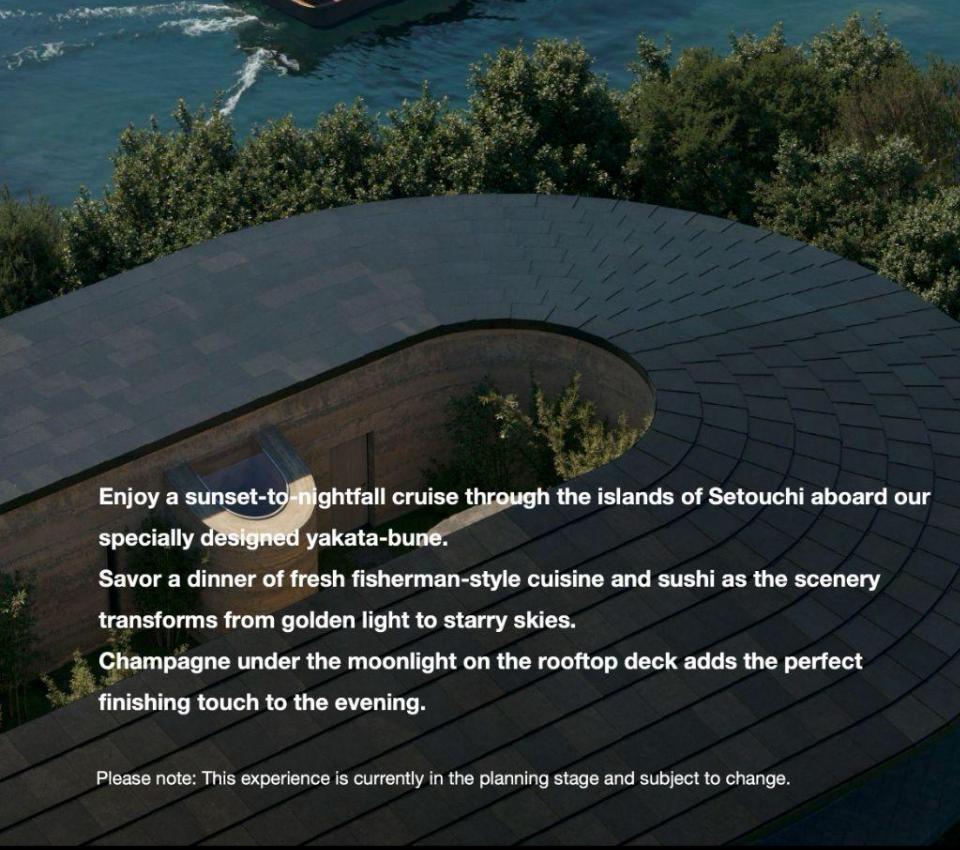
2424-1 Towadanoura, Sagiura-cho, Mihara City, Hiroshima Prefecture



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.

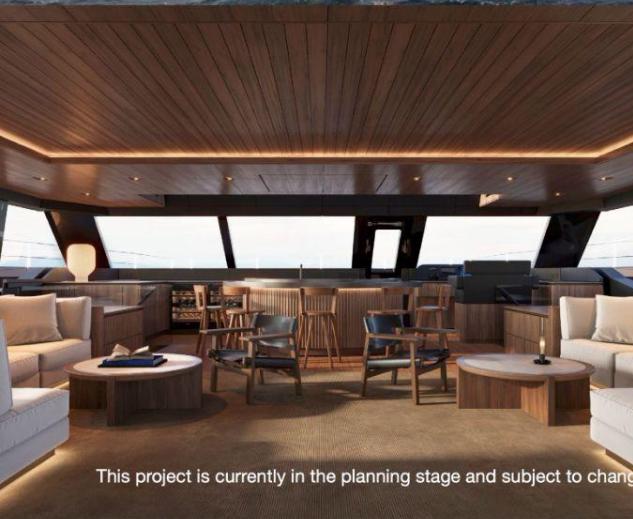


SUNREEF 80 POWER

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.

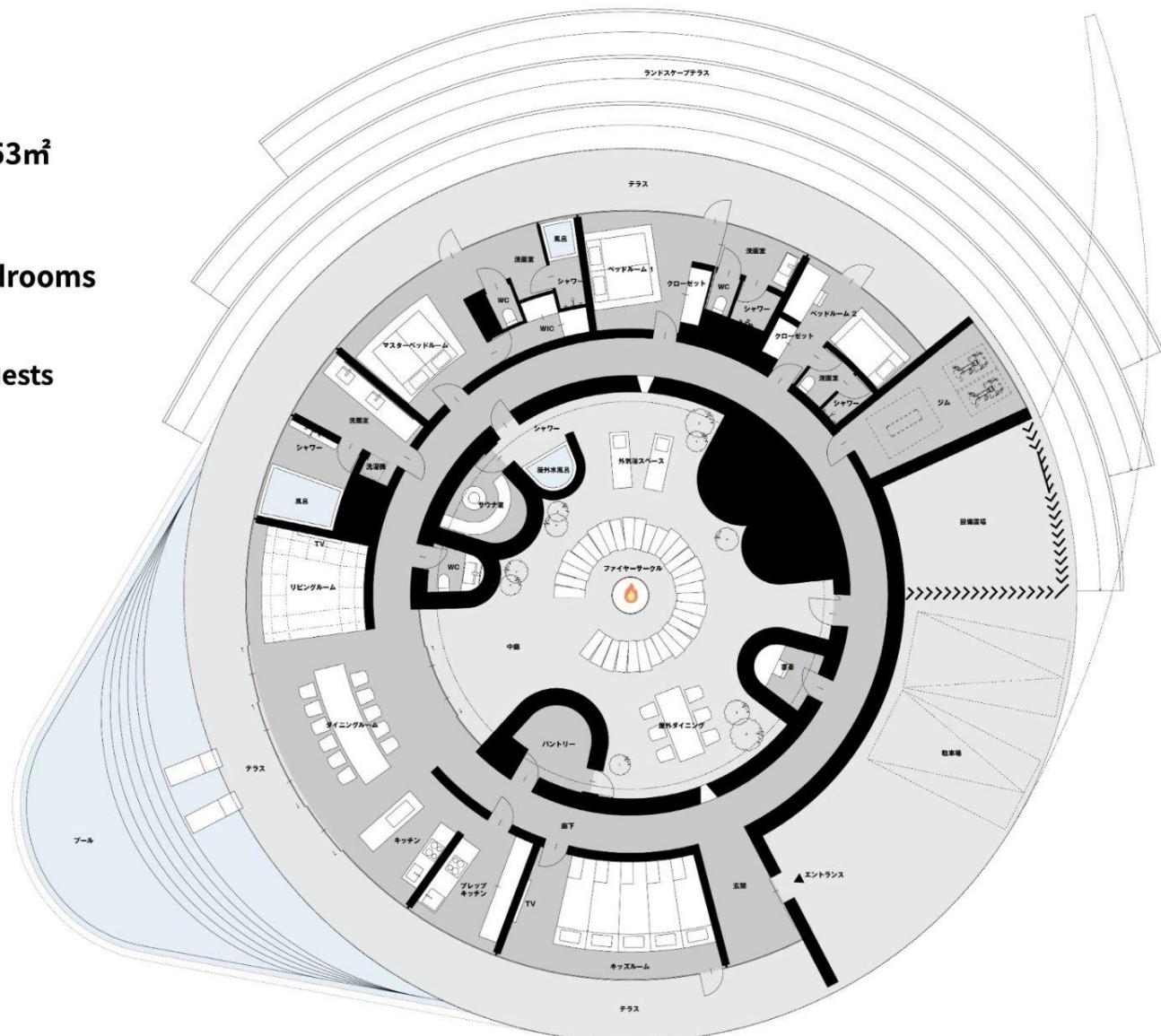
© NOT A HOTEL, inc.



Total Area: 786.53m²
(including terrace and
courtyard)

Layout: 4 Bedrooms

**Maximum
Occupancy:** 10 Guests



LIVING & DINING | O 360

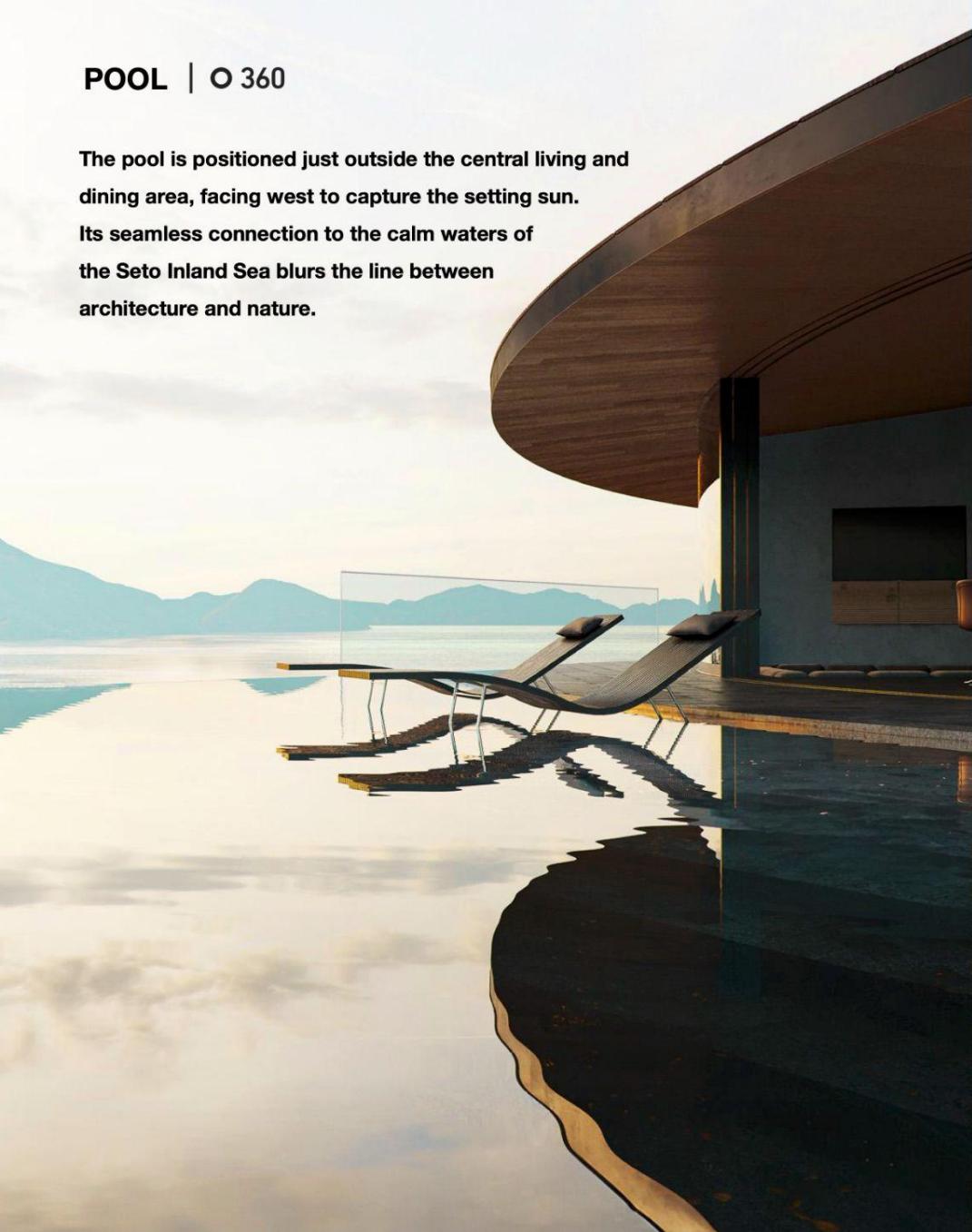
Floor-to-ceiling windows and expansive glass walls fill the interior with natural light, creating a bright, airy atmosphere. From inside, you can enjoy the changing seasons and star-filled night skies in every direction.

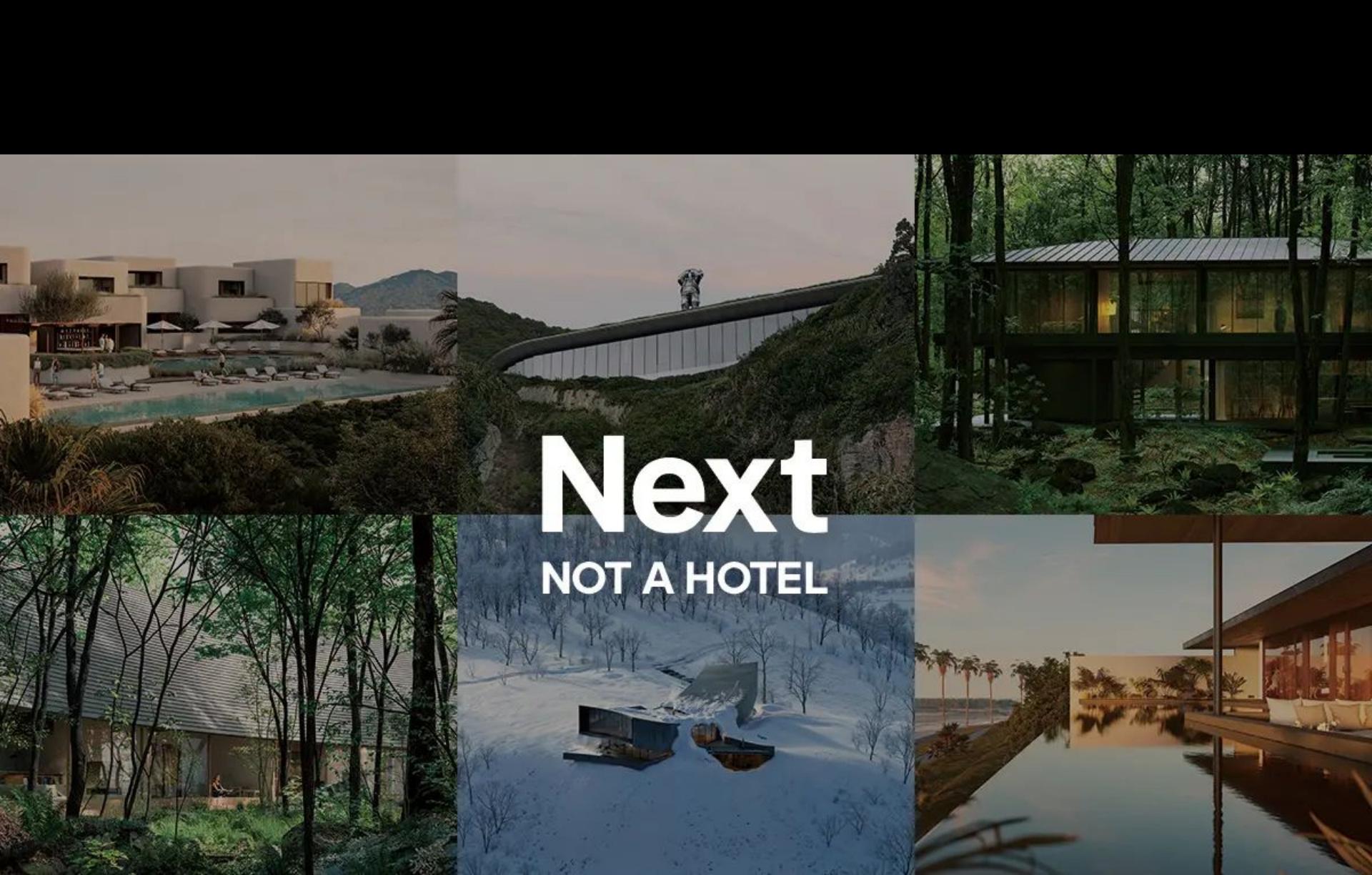


POOL | O 360

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®

A wide-angle photograph of a snowy mountain landscape. In the foreground, a modern architectural complex is built into a snow-covered hillside. The complex consists of several dark, angular structures with large glass windows, some of which are illuminated from within. Bare trees are scattered across the snow-covered slopes. In the background, more snow-covered hills and mountains are visible under a hazy sky.

NOT A HOTEL

RUSUTSU

Designed by
Snøhetta

Partner
KAMORI



MIURA POOL CLUB

Restaurant Interior Designed by

RYU KOSAKA
A.N.D.



KITAKARUIZAWA
MASU

Designed by

Masamichi Katayama

Wonderwall®

A collage of images for the AOSHIMA II hotel. The left side shows a beach at sunset with palm trees. The right side shows a modern building with a wooden facade and a large glass wall overlooking a pool and tropical plants. A diagonal line cuts across the image, separating the two scenes.

NOT A HOTEL

AOSHIMA II

Designed by

SHIN OHORI

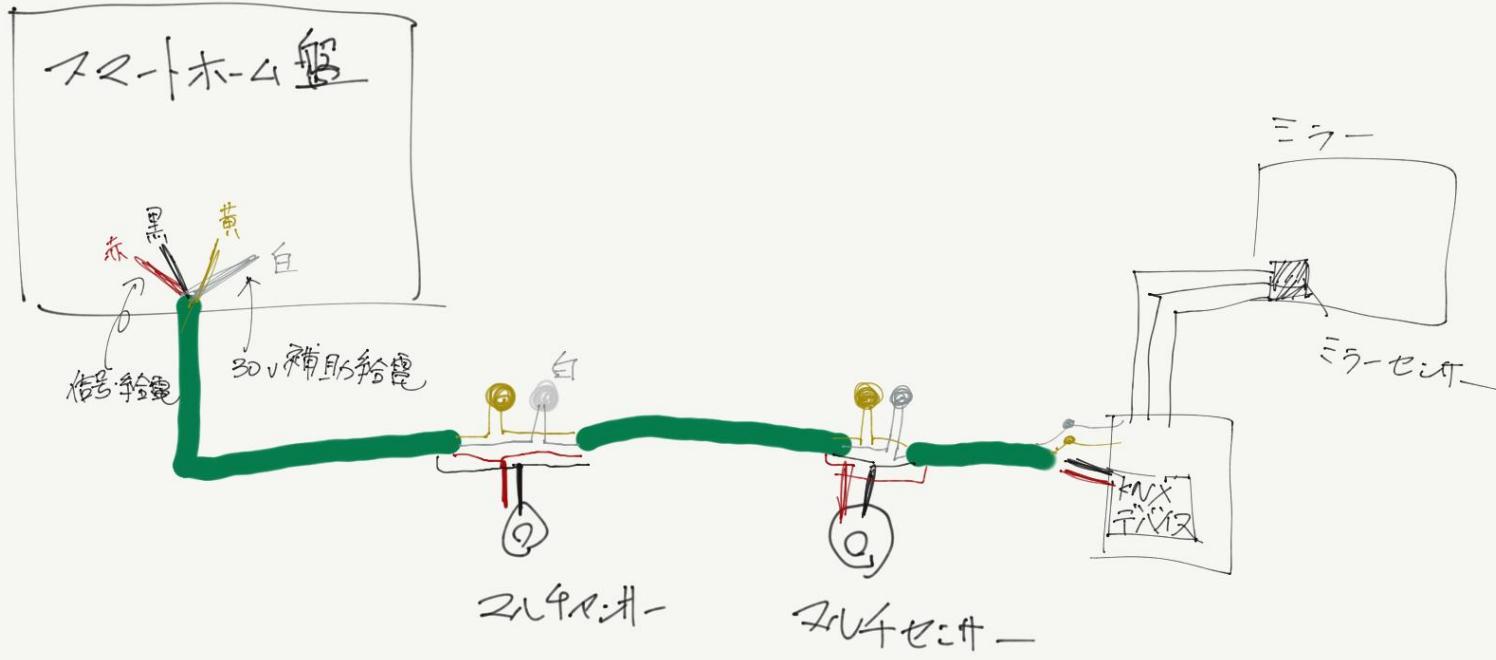
GENERAL DESIGN CO., LTD.

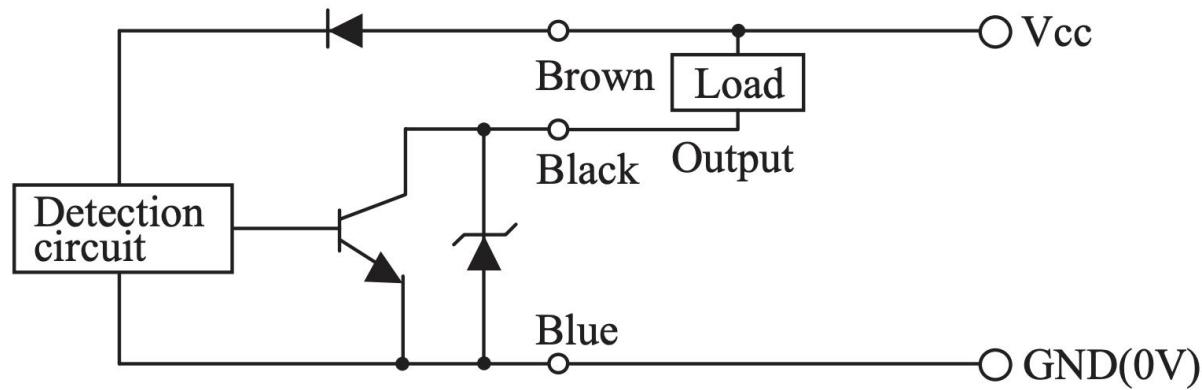


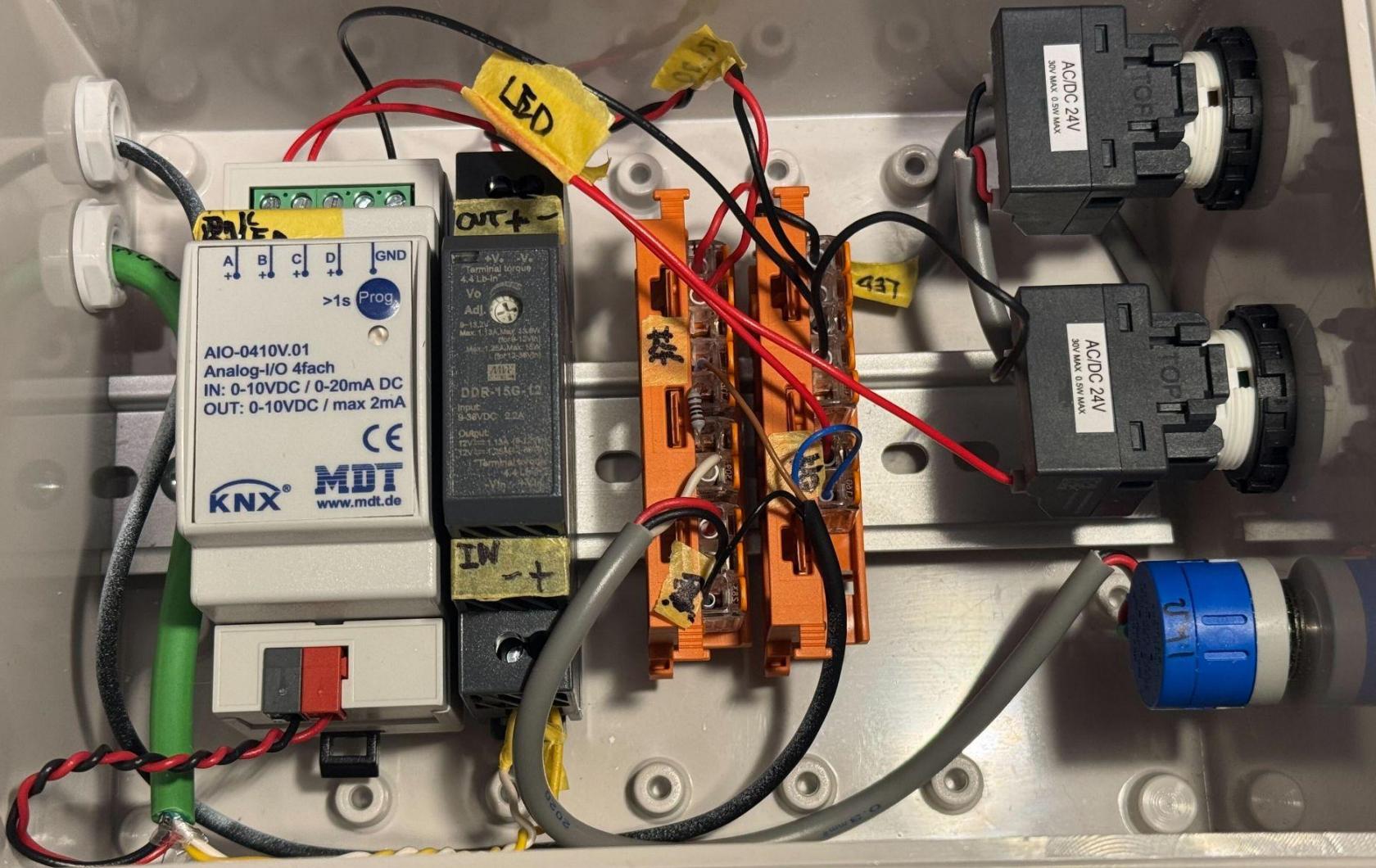
Integration case study

~ Touch sensor ~





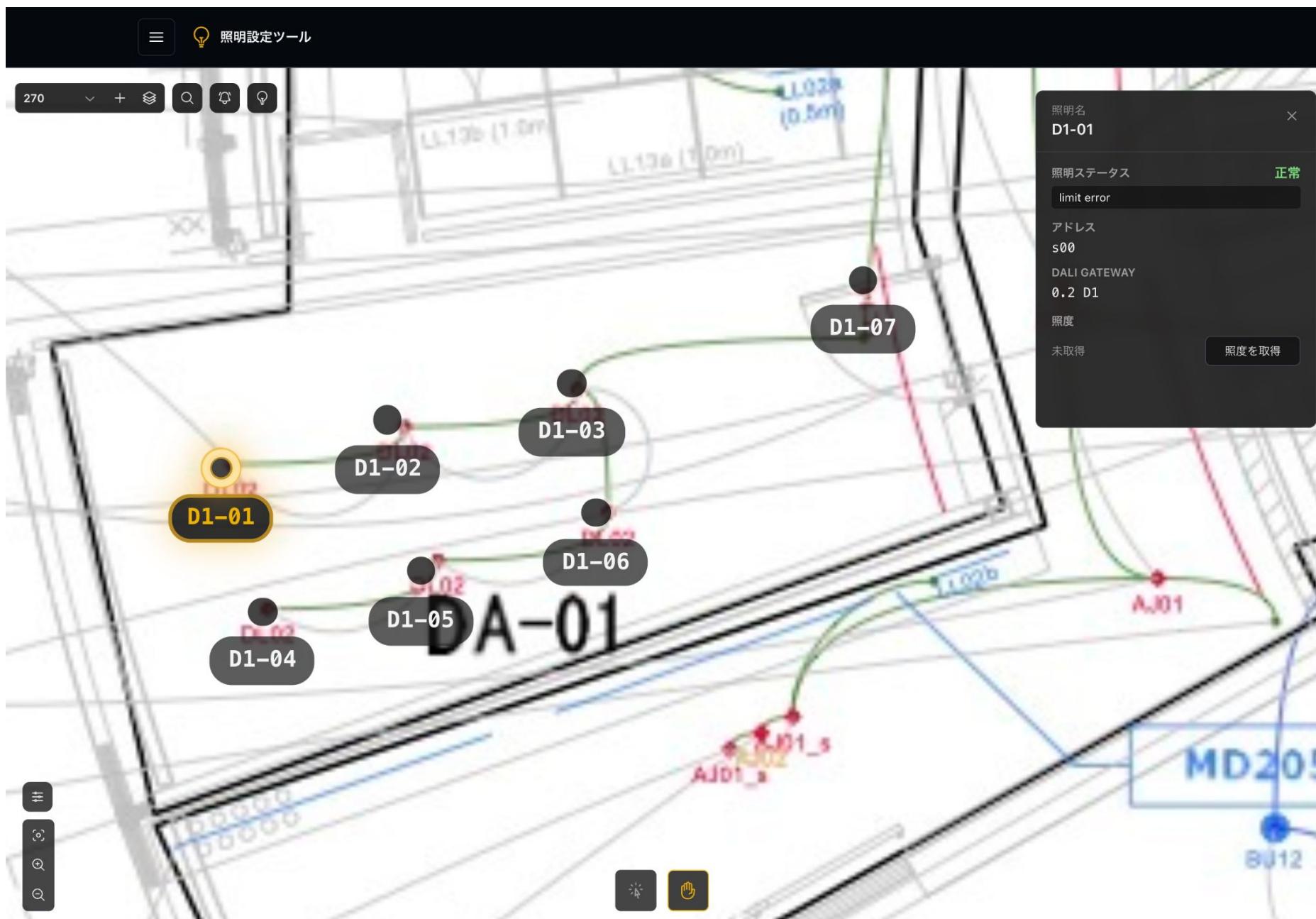






Integration case study

~ DALI commissioning ~





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

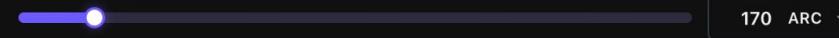


254 ARC



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

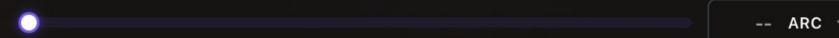


220 ARC



D1-07

s06



-- ARC





照明設定ツール

D1



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

検索を開始できます。

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

Smart Home

15本



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が支える運営の話

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。はじめにこんにちは！NOT A HOTELの...

achang
7日前

23 いいね

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/5a...

馬場(soniccan)
9日前

16 いいね

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。はじめにこんにちは！NOT A HOTEL ...

Shinsuke IMAI | NOT A HOTEL
2週間前

39 いいね

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

オペレーションアソシエイト (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...
Software Smart Home

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