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## **KOOLCONNECT COMBINES GUEST MANAGEMENT, IN-ROOM ENTERTAINMENT IN ONE POWERFUL SOLUTION**

*New KoolConnect GRM Promises Power, Ease-of-Use For Hotels' Internal Operations;  
Bundles with Sprint InSite<sup>SM</sup> for In-Room Entertainment and Communication*

**NEW YORK, NY - June 24, 2002** - What is the future of technology in the hospitality industry? For hotel chains looking to connect in-room entertainment and communications with hotel management operations in a single, integrated software suite, the answer is KoolConnect. The reason is simple: no other company offers products that span the breadth of guest experience management like KoolConnect.

KoolConnect today introduces a new product—KoolConnect GRM (guest relationship management)—that complements Sprint InSite<sup>SM</sup> with KoolConnect Interactive Media, KoolConnect's in-room entertainment and communications system. The addition of GRM to KoolConnect's product line broadens its platform from guest room entertainment to the realm of guest relationship management.

KoolConnect GRM promises to help hotel operators manage nearly every aspect of the guest experience. Hotel owners use GRM to manage pricing and promotions, send messages to guests' televisions, and keep up-to-date on housekeeping and maintenance requests, among many other uses. Guests can review their account in real-time on their television sets and checkout over the television, too. Designed to help hotel companies better manage their guests' quality of stay in a single hotel or across multiple properties, GRM works as a powerful stand-alone program or—coupled with Sprint InSite—as a comprehensive solution for taking perfect care of guests and winning them back for repeat stays.

“KoolConnect GRM fits our overall strategy to provide the hospitality industry with a single, comprehensive solution for in-room multimedia and internal operations,” said Eran Segev, KoolConnect president. “GRM builds on the advances we pioneered with our in-room entertainment system, Sprint InSite, all managed through an easy-to-use interface.”

The introduction of KoolConnect GRM comes at a time when many hotels, including several Westin Hotels in the Starwood chain, are embracing Sprint InSite as a means of managing in-room entertainment and video. The addition of GRM complements Sprint InSite and completes the puzzle, giving hotel owners a single-stop solution for guest experience management. In fact, Starwood has stated its intention of working with KoolConnect to develop a customized version of GRM for selected properties.

### **BENEFITS TO HOTEL OWNERS**

For busy hotel owners, KoolConnect's package makes managing guest relations as simple as pointing and clicking. The ease-of-use of the KoolConnect platform is also unprecedented. Designed using HTML, the language of the World Wide Web, the system will feel intuitive to use for anyone familiar with Web surfing. The low learning

curve makes adoption by employees easy without the need for lengthy and expensive training programs. Considering the breadth of the products, and the fact that both products cater to front-end and back-end functionality, a hotelier can work with fewer vendors and save money on maintenance costs.

“As we continue to broaden the features of our products, we expect to continue to increase the number of hotels using them,” said Segev. “I’m certain that as more people see how our products make life easier for guests and hotel staff alike, they’ll understand why KoolConnect is the best choice for their hotels.”

#### **KOOLCONNECT GRM**

KoolConnect GRM’s purpose is simple: to allow hotel staff members to run virtually all aspects of a hotel’s relationship with its guests from any connected terminal. Billing management includes real-time guest account review and adjustments of price points or promotions. Housekeeping and maintenance can be tracked digitally, and messages can be sent to individual guests or groups of guests.

The software’s abilities extend beyond guest management to guest retention and employee training. Loyalty programs can be created and managed with ease using GRM, and authorized staff members can view extensive training programs. Plus, GRM integrates easily with applications from other vendors, all on the same hotel infrastructure. An entire chain can be managed from a single location.

#### **SPRINT INSITE WITH KOOLCONNECT DIRECT**

Sprint InSite with KoolConnect Direct is a complete in-room entertainment package that includes high-speed Internet service, music, games and movies-on-demand with DVD functionality such as play, pause, and stop. Operated by remote control or a wireless keyboard, Sprint InSite turns a room into a private movie theater, allowing guests access to up to 200 full-length feature films, including first-run releases still playing in theaters. The Internet can be accessed two ways with the service—via a TV-based Web browser or from a laptop computer via an Ethernet connection. Local and regional information, including news, weather, map and guides, is also available.

In addition to entertaining hotel guests, Sprint InSite offers benefits to hotel owners, too. For example, a built-in messaging system improves communications with guests. A complete menu of customizable Concierge services can be tailored for each property’s requirements. And, because the user interface for Sprint InSite can be customized, hotel owners deploying the system can create a look and feel that reinforces their branding and corporate image.

#### **ABOUT KOOLCONNECT TECHNOLOGIES**

KoolConnect Technologies, Inc. is a leading provider of compelling multi-media solutions and system integrations to the hospitality industry. Our innovative platform provides interactive media services in both standard and high definition over digital IP networks and offers a host of scalable turnkey solutions and products. Video on-demand, virtual concierge, state of the art equipment and targeted marketing services are all a part of KoolConnect. To learn more about KoolConnect, visit [www.koolconnect.com](http://www.koolconnect.com).