

Contact: Ilanna Walden at KoolConnect Technologies | 416.597.9615 | [iwalden@koolconnect.com](mailto:iwalden@koolconnect.com)  
Robert Gallner at Cybertotems Technologies, LLC | 954.252.5728 | [sales@cybertotems.com](mailto:sales@cybertotems.com)

## **CYBERTOTEMS AND KOOLCONNECT UNITE TO SERVE THE HOSPITALITY SECTOR**

**FORT LAUDERDALE, FLORIDA - June 28, 2001** - CyberTotems, a full service developer and manufacturer of interactive multimedia kiosks with facilities in the U.S., Europe and South America, and KoolConnect Technologies, Inc., a leading provider of interactive and broadband solutions, have formed a strategic partnership in order to penetrate the hospitality industry.

The partnership will allow both CyberTotems and KoolConnect to retain their core competencies while simplifying the implementation and installation process for hotel entertainment systems across the country. The alliance plans to capitalize on both companies' ability to reduce a hotel's operating costs, while providing options for them to earn additional revenues.

CyberTotems multimedia terminals go well beyond the capabilities of the traditional information kiosk, including models for information transfer, receipt printing, credit and smart card processing, videoconferencing, proximity sensors, ticket dispensing and building access control. Custom hardware and software can also be designed for clients where a specific style and/or functions are required. CyberTotems kiosks feature durable steel enclosures in a variety of attractive, contemporary designs, with high-resolution graphics and state-of-the-art electronic components.

KoolConnect is an innovative Entertainment and Internet connectivity solutions company, focused on the hospitality industry. Their unique solution blends complete Digital Video entertainment solutions, In-room high-speed Internet connectivity, and integrated hotel messaging and Concierge services into one simple, easy-to-use system. KoolConnect's unique offering allows hotels to provide their guests with a superior array of business information and entertainment services on one easy-to-use digital platform. Guests will be able to access express check in and check out, customized concierge services, hotel property information, local information as well as customized/targeted advertising. In addition, KoolConnect's web based interface provides a complete, scalable solution that can be seamlessly integrated into existing hotel telecommunications networks, or built from the ground up.

"Credibility, expertise in the market of wireless content delivery and reputation in the industry are some of the reasons we chose to work with CyberTotems," said Eran Segev, President of KoolConnect. "Our ability to bundle CyberTotems as an additional service within our product offering provides KoolConnect with an advantage in today's market place. In turn, CyberTotems will market KoolConnect's products to their hotel clients."

"Hotel kiosks are a terrific resource for the hospitality industry. They can provide convenient, up-to-date information and services to hotel guests, and the advertising opportunities benefit both the hotel and local businesses—a win/win situation for everyone involved," says Bob Gallner, VP of Sales & Marketing for CyberTotems.

To see how these companies are integrating their products and services, visit both CyberTotems and KoolConnect at HITECH 2001 in Orlando, FL June 26-28. Cybertotems is located at Booth #1050 and KoolConnect will be at Booth #129. For more information, visit their websites at [www.cybertotems.com](http://www.cybertotems.com) and [www.koolconnect.com](http://www.koolconnect.com).

#### **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).

###