



E X P E R I E N C E E N H A N C E D H O S P I T A L I T Y

FOR IMMEDIATE RELEASE

Contact: Michael DiLeva at 215.519.6447 | mdileva@koolconnect.com

KOOLCONNECT TECHNOLOGIES TO EXHIBIT WITH ALCATEL-LUCENT AT HITEC 2009

Industry leaders bring converged network and
state-of-the-art triple & “quadruple” play solutions to hospitality

CANTON, MA - JUNE 8, 2009 - Having been selected as the Video On-Demand and IPTV (free-to-guest TV over Ethernet) partner by Alcatel-Lucent for their converged network “Dynamic Hospitality” initiative, KoolConnect will be exclusively exhibiting with Alcatel-Lucent at HITEC 2009.

As a \$22 billion networking and services leader for voice and data communications with expertise in network technology and services and extensive hospitality deployments for major hoteliers, Alcatel-Lucent sought to complete their solution set by identifying an enterprise HDVOD and IPTV partner. After literally scouring the globe and reviewing a large number of potential collaborators, Alcatel-Lucent selected KoolConnect as their partner for this important role and together the two companies are now able to offer Hospitality enterprises a complete converged network solution.

Hospitality technology has become more complex in recent years and it’s extremely beneficial to hoteliers to have a single source solution for voice, data and video. Equally important, with the current economic climate, owners and operators are also looking for efficiencies that will reduce their costs. It’s these trends that led KoolConnect to join with Alcatel-Lucent for HITEC 2009.

“While we’ve shown our solutions in a stand-alone manner in the past, for this year we thought that it would be more impactful to show VOD and IPTV along side VOIP and other network technologies so that hoteliers can get a better feel for how they can not only be integrated, but how they can complement each other functionally,” said Dave Tahan, CEO of KoolConnect Technologies.

Hoteliers interested in learning more about KoolConnect are encouraged to stop by the Alcatel-Lucent booth, # 376, at HITEC in Anaheim, June 22-25, 2009.

ABOUT KOOLCONNECT TECHNOLOGIES

KoolConnect Technologies Inc. is the longest-running fully digital provider of interactive TV services to the hospitality industry. KoolConnect was the first company to offer HD VOD in the hospitality industry, and added IPTV (FTG over Ethernet) in 2009. Today, the company’s Intrigue solution – the most customized and fully integrated VOD system in the industry – serves nearly 20,000 rooms in prestigious properties in the United States, Japan, Hong Kong, Dubai, and the Caribbean. To learn more about KoolConnect, visit www.koolconnect.com.

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CORPORATE HEADQUARTERS · 755 DEDHAM STREET · CANTON, MA · 02021 · PHONE 339.502.5062 · FAX 339.502.5067