



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

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IN-ROOM TECHNOLOGY MADE EASIER – COMPREHENSIVE SERVICES NOW AVAILABLE WITH A SINGLE CALL

KoolConnect's new "1Connect" model offers TV's, FTG-TV, VOD, HSIA, iPads, mobile apps, single remote integration, EPGs, PVR, network services and more

BOSTON, MA – AUGUST 30, 2011 – The hotel room of today hardly resembles the hotel room of the 80's or even the 90's. HD flat screen TVs have replaced CRTs, WiFi is ubiquitous, bandwidth is critical and in some instances even iPads have replaced printed Guest Services Directories. Some of the challenges for hoteliers are not only finding the right vendor to deliver these services, but also the complexity of managing different vendors for each piece and the hassle of the technologies not working together. With the industry's broadest experience in in-room technology and integration, KoolConnect is solving this problem with their new "1Connect" concept that offers hotels the ability to source all of their in-room technology needs from one experienced vendor and to ensure that all of those systems properly work together.

Long known for their work in Video On-Demand for luxury hotels like Mandarin Oriental, many hotels would be surprised to learn that KoolConnect also implemented the first media hubs, IP over legacy wiring, Electronic Programming Guides, single remote technology to control multiple devices, and more. "KoolConnect practically invented digital interactive services in hospitality and quite frankly, we've always been the company hotels came to when they had a technical challenge," said their CEO Dave Tahan. "So over the past 12 years, we've gained extraordinary expertise in IP networking, customized graphic user interfaces, and systems integration and are in a unique position to provide hotels with all of the in-room technology they need in a truly integrated fashion," he added.

"1Connect" is essentially a suite of in-room solutions that hotels can select individually or as a complete package. These include:

- HD Free-to-Guest TV (via IP or Coax)
- Video On-Demand
- HD televisions
- iPad solutions
- Mobile (iPhone and Android) applications
- High-Speed Internet Access
- Network Services (Ethernet and IP-over-Coax)
- Home theatre and DVD player integration
- Single remote controls for all devices
- Digital signage
- TrueWeb Internet entertainment over the TV
- Media hubs
- Electronic Programming Guide (EPG)
- Personal Video Recording (PVR)

W W W . K O O L C O N N E C T . C O M

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While KoolConnect has been providing many of these services – such as VOD and HSIA – since 1999, some of these – such as the iPad solution – have just been implemented in response to market demand. “Our Canvis iPad solution is a great example of what we can do for a hotel,” said Tahan. “It was just implemented at the new Mandarin Oriental Paris and unlike other iPad offerings in the market, is totally integrated with the TV, allowing guests to do some very impressive things like control the TV with the iPad.”

Also beneficial to hotels are some of the economic benefits the “1Connect” model offers. Tahan noted that in addition to being able to offer attractive cost reductions when providing multiple solutions, KoolConnect also has some technical synergies that give them a price advantage. “With our iPad solution, for example, we repurpose much of the interactive TV content, so we can offer the iPad interface for the hotel at a fraction of what it would otherwise cost,” said Tahan. “It’s the same with TVs, we can add Pro:Idiom to our set-back box and allow the hotel to purchase non-Pro:Idiom TVs and still get HD content while savings hundreds per unit. We even can add a WiFi access point to our set-back box, adding or improving wireless coverage for just a few dollars per room,” he added.

Hotels interested in learning more about KoolConnect’s suite of offerings are encouraged to visit www.koolconnect.com.

ABOUT KOOLCONNECT TECHNOLOGIES

KoolConnect Technologies Inc. is the longest-running fully digital provider of in-room technology services to the hospitality industry. KoolConnect was the first company to offer HD VOD in the hospitality industry and has continued to innovate with expanded interactive TV, Electronic Programming Guides, Personal Video Recording, Network Services and more. Today, the company’s solutions can be found in over 100 fine hotels in 15 countries worldwide. To learn more about KoolConnect, visit www.koolconnect.com.