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## **KOOLCONNECT STAKES CLAIM AS LEADING HOSPITALITY IPVOD TECHNOLOGY PROVIDER**

*Company will be virtually ubiquitous at HITEC as several leading companies – embrace and promote their in-room entertainment technology*

**LOS ANGELES, CA - HITEC, BOOTH #433 - JUNE 2005** - Following their recent acquisition of General Dynamics Interactive, KoolConnect Technologies - a leading provider of advanced interactive video technology and services to the Hospitality industry – has continued their dramatic momentum. In addition to deploying numerous new upscale hotel properties in Asia, North America and the Middle East, KoolConnect will be making a major impact at the upcoming HITEC conference in Los Angeles as their technology will be promoted by several leading companies including Microsoft and Unisys.

“To say that we’re looking forward to HITEC would be an understatement,” said Matt Hutchins, CEO of KoolConnect Technologies. “With world-class providers like Microsoft, Unisys and others highlighting and promoting our technology and services, it’s as if KoolConnect has become the de facto industry standard for advanced IP Video on Demand.”

According to Hutchins, the drivers of so many hotels and partners embracing KoolConnect’s services are twofold. First, he states, with digital television soaring in popularity, many hoteliers are being forced to consider new technologies to meet the escalating expectations of their guests. “Global sales of flat panel TVs more than doubled in the first quarter and residential digital VOD is enjoying similar growth, both of which are really forcing hoteliers to adoption improved entertainment technologies” he said. Secondly, as the industry emerges from the recent travel recession, many more hoteliers recognize that they need to think out-of-the-box in terms of how they interact with and serve their guests, both in terms of content and interactivity. “The experience has always driven the hospitality decision,” said Hutchins. “And hoteliers are looking to move beyond the traditional entertainment systems and introduce more of a ‘wow’ factor both in terms of content and functionality as a means of creating a competitive advantage. One of the only ways to create true interactivity in-room is with an advanced IP-based platform and it’s a big reason why so many partners and hotels have embraced KoolConnect’s technology.”

During HITEC, KoolConnect will be demonstrating their advanced IPTV/VOD solutions that are serving over 12,000 hotel rooms worldwide – including their IMAGINE<sup>SM</sup> fully digital solution as well as their INTRIGUETM system, the only proven High Definition system in the marketplace today. Both solutions are unique in that they are fully customized to the particular look, feel and branding of the host hotel and feature a wide array of content offerings from Hollywood’s hottest studios including a large library of HD titles, as well as state-of-the-art functionality including inroom text messaging, customized itineraries automatically configured to the guest’s group affiliation and more.

In addition to being highlighted in the KoolConnect booth, the IMAGINE and/or INTRIGUE solutions will also be presented in booths hosted by HTNG, Microsoft and another major service provider who will reveal their intention to ally itself with KoolConnect during the show. When asked why his company was working with KoolConnect Matt Muta, director and industry manager of Microsoft Retail and Hospitality Industry practice explained, “Microsoft’s Smarter Hospitality initiative is a means of helping hoteliers to better empower their guests and their employees, which is critical as the more technology savvy generation X and Y consumers become a bigger part of the traveling public. We chose KoolConnect as a VOD component of Smarter Hospitality because their solution and vision are totally aligned with our goal and because they’ve been able to demonstrate how innovative in-room technology can have a dramatically positive impact on the guest experience.”

KoolConnect’s digital IMAGINE and High Definition INTRIGUE Video on Demand solutions can be seen at HITEC, June 21st – 23rd, 2005 in the LA Convention Center, Booth # 433A.

#### **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).

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