



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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KOOLCONNECT BRINGS INTERACTIVE VIDEO ON-DEMAND APPLICATIONS TO INTRIGUE

CANTON, MA - April 29, 2008 - KoolConnect Technologies Inc., the leading global provider of digital in-room entertainment services to the hospitality industry, today announced the launch of an “Interactive Video On-Demand” application for its Intrigue HD VOD (High Definition Video On-Demand) solution. The innovative new feature will allow guests to watch selected movies non-linearly (by scene or chapter), as well as access a host of first run Hollywood bonus features and materials.

“Guests are accustomed to having access to bonus content such as the director’s commentary, deleted scenes and cast interviews on DVD,” said Andres Borbon, Vice President of Interactive Television at KoolConnect. “With Intrigue’s Interactive Movie feature, we’ll be able to offer the same bonus materials and chapter functionality to our guests.”

As opposed to traditional DVD menus, where the movie must be stopped or paused in order to access the menu, Intrigue’s Interactive Movie application utilizes an on-screen pop-up menu that can be easily accessed at any time and while the movie is still playing. The guest then uses the remote control to select a scene, chapter or other content feature. Upon selection, the system instantly plays the selected item or advances to the requested scene for the guests’ enjoyment.

In the very near future, KoolConnect additionally plans to harness the full potential of Interactive Video On-Demand by providing guests with “Interactive Mature” content. These movies, designed by the studios to be watched non-linearly, enable the guest to view sections of the film that he or she want to watch and to skip-over the portions they don’t. Some even go so far as to allow the viewer to choose what happens next, while others allow the user to switch viewing angles while the movie is still running.

Mr. Borbon went on to comment, “To our knowledge, KoolConnect is the industry’s first provider to offer non-linear playback of On-Demand movies and bonus feature materials.” He continued, “Not only are we adding tremendous value to the core guest offering, but we have positioned ourselves to offer an even wider variety of diverse content in the future. In combining this application with quality, high definition content, we’re able to provide a user experience that is similar to what guests have come to expect while watching a DVD or Blu-Ray disc in their home.”

ABOUT KOOLCONNECT TECHNOLOGIES

KoolConnect Technologies, Inc. is a leading provider of advanced digital and HD media On-Demand solutions to luxury and upscale hotels worldwide. KoolConnect was the first company to offer HD VOD in the hospitality industry and today serves nearly 20,000 rooms in prestigious properties in the US, Australia, Japan, Hong Kong, Dubai and Caribbean. To learn more about KoolConnect, visit www.koolconnect.com.

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