



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 REDUCES COST OF INDUSTRY-LEADING HDVOD SOLUTION

System now offers not only the greatest array of guest features in in-room entertainment, but also the most-lucrative business models and highest returns to host properties

CANTON, MA - November 3, 2008 - Although it's being predicted that 2009 will be a challenging time for the cyclical hospitality industry, hoteliers are nonetheless finding the need to invest in new technologies to ensure that they remain competitive. HD is at the top of that list and fortunately, costs have come down for HDTVs, free-to-guest HD services and now, HDVOD as KoolConnect Technologies, the leader in HDVOD, has made a breakthrough in technology that makes this "must have" service not only affordable, but also a bigger contributor to a hotel's bottom line.

"We invented HDVOD in 2003 and at the time, as is true with any first-generation technology, the costs were prohibitive for most hotels," said KoolConnect CEO Dave Tahan. "It's amazing how far the technology has come. Earlier this year, we introduced Intrigue 3.0, our third-generation HD solution and the cost of that system is almost 75% less than the first HD system we installed just five years ago," he added.

Ironically, KoolConnect has reduced the cost of HDVOD while also adding features to their solution. Intrigue 3.0 now includes not just a wide array of movies (many still in theatres and several in full HD quality), but also complete customization for the host hotel as well as a number of features to help guests better enjoy their in-room experience and for the hotel to better serve and communicate with their guest while in-room.

Although proud of the new features inherent in the solution, Tahan prefers to highlight the economics. "Intrigue 3.0 is certainly a very upscale solution and definitely has a very positive impact on guest satisfaction," he said. "But with budgets tight, it's not enough for hotels just to look at the qualitative benefits, they also have to look at the bottom line. Under our main business model, hotels keep 100% of the net revenues from the system. And with increased take rates from HD content and lower costs of ownership, the solution not only funds itself, but will provide properties with a tidy profit," he continued.

"KoolConnect's ability to keep costs down means virtually no hotel is too small to afford the best hospitality system on the market" Tahan concluded. "Not only are costs down, but system performance has never been better, and KoolConnect is primed to become the industry leader in this competitive market."

For hotel operators facing an uncertain 2009, being able to meet the need for HD with a solution that both enhances the in-room experience and also increases their profits has to be an attractive proposition.

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 the company's Intrigue solution – the most customized and fully integrated VOD solution in the industry – serves nearly 20,000 rooms in prestigious properties in the US, Japan, Hong Kong, Dubai and the Caribbean. To learn more about KoolConnect, visit www.koolconnect.com.

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