

Contact: KoolConnect Technologies | [marketing@koolconnect.com](mailto:marketing@koolconnect.com)  
Jennifer Kulczycki at MotorCity Casino Hotel | 313.237.6757 | [jkulczycki@mccemail.com](mailto:jkulczycki@mccemail.com)

## **MOTORCITY CASINO HOTEL SELECTS INTRIGUE™ BY KOOLCONNECT**

Installation Brings Wave of “Industry Firsts” to Detroit’s Gaming Industry

**CANTON, MA & DETROIT, MI - June 2, 2008** - KoolConnect Technologies Inc., the industry’s leading provider of digital media entertainment solutions for hotels and casinos, today announced that its world-renowned Intrigue™ System is currently in operation at MotorCity Casino Hotel in Detroit. Fusing a unique blend of automotive design, cutting-edge technology and world class guest services, the 400 room casino-hotel introduces travelers to a new wave of “industry firsts” in the Southeast Michigan region.

Intrigue™ - the world’s first and most widely deployed high-end Video On-Demand system features state-of-the-art applications and a customized solution for each installation. Boasting a wide variety of seamlessly integrated digital features, Intrigue™ offers TV- based guest messaging in hotel rooms, a digital hotel service directory, custom media applications, an online channel manager, a compelling content lineup and more. With Intrigue™, KoolConnect additionally provides a software development kit (SDK), allowing property staff to integrate the platform with proprietary in- house third party systems.

“KoolConnect was chosen because of its experience in the hospitality and gaming industries, as well as for its incredibly feature-rich platform, Intrigue™,” said David Nehra, MotorCity Casino Hotel’s Chief Information Officer. “The walled garden application enabled our in-house technical team to develop a variety of innovative integration solutions. An example is the temperature control feature, which our team developed to allow our hotel guests to select their preferred room climate from their in-room television. The settings are then saved to the guest’s profile in our computer system. When the guest returns to our hotel, the desired room temperature is set before the guest even enters his or her room,” he added.

Additional features developed by MotorCity Casino Hotel include a detailed Room Service Menu, which allows guests to use their in-room televisions to order room service and to access weather and real time flight information directly from Detroit Metropolitan Wayne County Airport. “Using Intrigue, we were able to extend the MotorCity Casino Hotel brand onto the TV, while maintaining ownership of a variety of in-house features,” Nehra said. “From selecting from our pillow library, to ordering additional towels or toiletries, guests staying at the MotorCity Casino Hotel are in for a media experience teaming with savvy technology and user-friendly functionality.”

Designed especially for business travelers and tech-savvy guests, each MotorCity guestroom boasts high-tech accommodations and comes equipped with such lavish amenities as 300+ thread count linens, Panasonic 37” plasma displays, marble bathrooms, high-speed Internet access, ergonomic workstations and live foliage. In addition, the 17-story hotel has expanded its service offerings to include a luxury spa and fitness center, a lavish retail outlet, and a top-of-the-tower fine dining restaurant and ultra-lounge providing spectacular city views. All of these amenities compliment MotorCity Casino Hotel’s first class gaming and entertainment offerings.

“Casinos represent a unique segment of hospitality in that the core of their business is entertainment and leisure activities,” said Dave Tahan, Chief Executive Officer at KoolConnect. “By utilizing Intrigue’s various marketing applications, the system can really drive sales to all parts of the property from the guestroom, while simultaneously allowing for next generation technologies to be added on as they become available,” he added. “We’re thrilled to be associated with the MotorCity team and to be part of Detroit’s only locally owned and operated casino-hotel. We believe that both management and guests will enjoy the infotainment value of Intrigue™.”

#### **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. KoolConnect's solutions are available in a variety of flexible business models including complete revenue-share options. To learn more about KoolConnect, visit [www.koolconnect.com](http://www.koolconnect.com).

#### **ABOUT MOTORCITY CASINO HOTEL**

Located on Grand River Avenue at the Lodge Freeway (M-10), MotorCity Casino Hotel is owned by Marian Ilitch and is the only locally-owned and operated casino in Detroit. The entertainment complex has recently undergone a multimillion dollar renovation and expansion, involving a major expansion of its gaming space, construction of a 400-room hotel with a luxury spa and fitness center, ultra-lounge, award winning restaurant, and, new convention and banquet area, plus retail outlets and multiple dining and live entertainment facilities.

For more information about MotorCity Casino Hotel, or to make a reservation, visit [www.MotorCityCasino.com](http://www.MotorCityCasino.com) or call 1-888-STAY-MCC.