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For Immediate Release

KoolConnect Offers High End Guest Self-Service at Jumeirah Essex House on HotSOS Platform

System allows guests to order popular amenities and services from guestroom TVs

NEW YORK. — MAY 12, 2009 — The Jumeirah Essex House hotel, a luxury property here owned and operated by Jumeirah Hotels & Resorts, added a new item to its menu of guest-service tools. It honed its use of the Hotel Service Optimization System (HotSOS, pronounced Hot Sauce) to allow guests to make special requests directly from KoolConnect's HD VOD (High Definition Video on Demand) system,, Intrigue HD. HotSOS is a guest-services/ -response solution of Miami-based MTech, a leading developer of software and services products for the hospitality industry.

The application is an exciting use of MTech's system. Jumeirah qualified its most-requested amenities and services and made them available to guests in a popular and easy-to-use format: the in-room media entertainment system. HotSOS enables hotels to reduce costs while maximizing and streamlining guest-services processes, such as guest request and incident tracking/reporting, rapid-response internal defect reporting, and preventive-maintenance workflows.

"The system is set up so our guests can order things such as housekeeping service, room-service tray removal, toothbrush and toothpaste, and ice directly from their TV set," said Andres Orta Castro, marketing manager at the Jumeirah Essex House. "According to our guest-service agents, these are the most-

requested items. By enabling guests to order these items through the TV set, we are able to free up the telephone lines to our guest-services department and therefore provide better services to our guests.” Quantifying the number of requests for specific services and qualifying them with “most important” status is a key feature HotSOS adds when interfaced with a hotel’s property-management system, said Luis Segredo, MTech president and co-founder.

“If your guests take the time to request a specific service or amenity, then you should get it to them as quickly as possible and then thank them,” Segredo said. “HotSOS allows you to expedite these requests instantly, and the attendant fulfills the request and updates the system. Then, an agent can call the guest back to ensure satisfaction. With HotSOS a complete record exists of everything that was done.”

How the process works

When a guest has a request but does not feel like speaking to someone, they can submit their request from the Intrigue HD customized interface. Widely recognized as the industry’s leading HD VOD platform, Intrigue boasts a variety of digital services and solutions including digital art, marketing initiatives, guest messaging features, 1st run Hollywood feature films, external device integration and much more. Additionally, the guest service items are available in crystal clear HD quality and enable the user to submit orders on-screen. Once an in-room order has been placed, KoolConnect automatically sends the request to the HotSOS system, which communicates directly with staff via hand-held technology.

“VOD has gone well beyond movies and today is more about using the TV as the point of in-room interaction with the guest to expand and improve their overall experience,” said Dave Tahan, chief executive officer of KoolConnect. “KoolConnect’s integration work with MTech is a great example of how guest services can be greatly expanded via the television.”

MTech’s Segredo concurred, adding: “The person fielding the request can optionally have valuable information available about the guest that includes his or her VIP level, arrival and departure date, issues from this stay, or stay history including old issues. With this information, the respondent can address the guest in the most complete fashion possible.”

Typically, hotels have a centralized guest-response department. Employees call into the department to report problems or submit requests. The guest-response department ends up being a dispatch center when it should be focusing on guests’ needs. This sometimes results in inefficient workflow, Segredo said.

The Jumeriah Essex House gives its guests the choice of personal attention or self service, Orta Castro added.

“With MTech’s HotSOS and KoolConnect’s Intrigue HD platform, the Jumeriah Essex House has taken its workflow one step ahead,” Orta Castro said. “Guests no longer need to call for its most-requested amenities and services. They simply order them through the guestroom TV. HotSOS then takes over with its innovative technology. The service order is created, the proper attendant is notified, and a call is scheduled for the guest agent to confirm the completion of the task. And finally, the guest history is updated and stored for future use.

“Our guest-service agents now focus on providing more meaningful services to our guests,” he added.

About the Jumeirah Essex House

The Jumeirah Essex House Hotel is nestled between the beauty of Central Park and the buzz of Broadway. Enjoy its stylish setting, and surround yourself in the elegance that has lured dignitaries, celebrities and world leaders to this exclusive hotel for years. The historic property first opened its gilded doors in 1931. This Manhattan landmark has recently completed a \$90 million refurbishment program that pays homage to its classic Art Deco heritage. For more information, visit www.jumeirah.com.

About MTech

Since 1993, MTech has developed and installed solutions to help hotels work smarter — not harder. The company serves more than 1,800 hotels in over 40 countries. Focused on improving guest service by improving efficiency, MTech offers HotSOS, PMWorks, REX and now Libra OnDemand. All MTech solutions today are enterprise level, SaaS solutions that offer maximum value with limited investment. MTech also provides consulting and training services to help customers achieve maximum value from their investments. It serves its customers from data centers in Miami, Las Vegas and Hong Kong, and its company headquarters are in Miami. For more information on the company, please visit www.m-tech.com.

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 United States, Japan, Hong Kong, Dubai, and the Caribbean. To learn more about KoolConnect, visit www.koolconnect.com.

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