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## **KOOLCONNECT DELIVERS POWERFUL HITEC PRESENCE AMONGST HOSPITALITY INDUSTRY'S LEADING TECH AND MEDIA PROVIDERS**

*Mix of cutting-edge technology, customized entertainment and steadfast services cater to the needs of an advancing industry*

**NEW YORK, NY** - KoolConnect recently delivered a powerful, multi-media solution to the hospitality industry's chief decision makers at the 2004 HITEC convention held in Dallas, Texas. Products launched at HITEC included a second generation of in-room software KoolConnect Interactive System (KIS), a set top box engineered for premium hotel guests incorporating High Definition viewing options (KIS HD) and MirrorVision, a state of the art presentation system incorporating TV with glass and mirror surfaces.

The KIS system, which has recently been deployed at the W hotel in San Diego and was accompanied by the installment of MirrorVision, incorporates a host of scalable turnkey solutions and add-on features such as Media Cart and Parental Controls and was well-received by on-lookers amidst the crowds.

Additionally, the KIS HD and MirrorVision product lines created a "luxury buzz" as general managers, IT directors, hotel consultants and the industry's press gazed at the sleek, advanced and state of the art equipment displayed by KoolConnect. The KIS HD box will enable hoteliers to provide a DVD player, Karaoke programs and audio options within their finest suites.

HITEC has been the leading electronic and technological trade show for the hospitality industry for over 30 years.

### **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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