

FOR IMMEDIATE RELEASE

Hotel Broadband Access Sees Endless Flexibility, Integration and Revenue Generation with Launch of Acentic's Horizon

Acentic Horizon goes beyond simple and fast HSIA to provide a fully integrated content system that increases revenue potential for hoteliers

COLOGNE, Germany – July 27, 2010 – Acentic, a leading supplier of digital interactive TV (iTV) and broadband systems for the hotel industry, announced today that it has launched Horizon - its new high-speed Internet access (HSIA) solution for the hotel industry. The Acentic Horizon broadband solution, combined with Acentic's Panorama® and Vision iTV systems, provides a bridge to the most flexible converged content strategy available for hoteliers.

Acentic Horizon is already installed in hotel groups throughout Europe, including Adina Hotels Intercontinental Hotel Group, Starwood, Marriott, Best Western and Maritim Group.

“With the debut of Acentic Horizon, we are taking our hotel technology offering one step further, providing not only great connectivity functionality, but also a global converged content strategy,” said Richard Robinson, CEO of Acentic. “By bringing together in-room entertainment and Internet access, as well as full support for mobile devices, Acentic is clearly providing the hotel entertainment technology and business models of the future today.”

Integration

Acentic Horizon provides tight integration with the IP backend hardware and existing network infrastructures due to the support of industry standard hardware from vendors such as Hewlett-Packard, Cisco, Motorola and 3com. This allows complex cross promotional activities, such as marketing movies and providing essential guest information, across both the HSIA and iTV platforms. Guests are identified automatically by the system without having to give identification. Horizon is also fully compatible with wireless and mobile devices, allowing guests to access the service without paying for multiple device use.

Flexibility

Acentic Horizon's flexibility enables hoteliers to answer the demand for free Internet services with tiered bandwidth. Horizon can be configured to offer limited free HSIA (based on bandwidth or services), while charging guests for full bandwidth and unlimited Internet access. This protects the hotelier's investment in bandwidth, while still complying with brand guidelines by offering some free Internet services.

Revenue Generation

Acentic Horizon offers a wealth of opportunities for additional guest revenue, paired with complete guest services. Horizon continues to build on the successful models for drive-by visitors, in-room guests and conferences, all of which can be served with just a few mouse clicks.

Acentic Horizon's integration with Acentic Panorama and Vision iTV systems can also lead to significant guest revenue increases from cross promotional Internet connectivity and on-demand movie entertainment. In many cases, hotels have seen a clear increase of more than 20 percent of total revenue, in addition to the high revenue already generated from connectivity.

Expanded Features

Acentic Horizon offers new features such as mobile printing solutions, visitor ticket printers, automated VIP pricing, full theme support of captive portal and individual encrypted wireless network support for security conscious users. This brings Acentic's comprehensive range of HSIA services to include the following:

- Development of individual solutions for each hotel regarding connections, security and invoicing
- Full conference coverage in terms of applications and bandwidth management
- Integrated ISP load balancing devices offering redundancy and greater bandwidth
- Installations over Wi-Fi, Ethernet, DSL and Coax as well as combinations of this technology
- Network design, implementation and administration
- Installation of the system, software and staff training
- Unrivalled 24/7 proactive system monitoring, maintenance and support
- 24/7 guest connectivity helpdesk (B2C) in local and English language

About Acentic Group

Acentic is an international provider of digital TV services to hotels. Acentic's digital content, technology, support and services deliver entertainment and revenue generation tools via the hotel television, providing a unique communications system that meets the evolving lifestyles of guests. Acentic's digital TV services are in many of the world's leading hotel chains including Accor, Dorint, Intercontinental Hotel Group, Hilton, Hyatt, Maritim, Marriott, Mövenpick and Starwood in more than 30 countries in Europe, Middle East and Africa. For more information, visit www.acentic.com.

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