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Hottest Travel Technology for 2010: Intelity's ICE Brings the Ease Back to Travel

ORLANDO, Fla. – December 1, 2009 – Intelity, an interactive hospitality technology company, introduces travelers to the next big thing in travel technology for 2010, the Interactive Customer Experience Solution™ (ICE). Having gained intense momentum in its beta testing, ICE is poised to bring travel tranquility to a whole new generation of consumers. The revolutionary in-room solution and back-end monitoring system organizes, tracks and measures all hotel activity at the touch of a screen.

ICE is a customizable, branded interface that allows hotel guests to arrange all services instantly via an in-room touch screen, laptop or mobile device. From room service and valet to tee-times and spa appointments, ICE is more than an in-room concierge, it is a complete travel companion. Travelers delight in booking and printing their boarding passes through ICE, whether they are taking a small hop across the state or selecting an international travel destination. Guests also customize their language preference so everyone benefits from the solution, no matter what country they call home. Through corporate partnerships, guests arrange off-property amenities with ICE, such as purchasing movie tickets, scheduling rental cars and making dinner reservations.

The innovative ICE technology has enjoyed successful beta testing in 2009 at properties throughout North America, such as *Travel & Leisure's* number one small city business hotel, The Eliot Hotel in Boston, popular branded hotels and the all-inclusive eco resort, Hacienda Tres Rios. With more than 85 percent of guests interacting with the solution and in some places, a 300 percent return on investment, ICE is already leaving its mark on travel.

“The wants and needs of travelers are accounted for in every aspect of the design, we listened to what truly makes a guest experience worthwhile, it encompasses everything from having your burger nice and hot as soon as you step through the door to finding those last minute tickets to a game or concert,” says David Adelson, founder and CEO of Intelity. “Consumers want things in lightning speed and ICE hosts it all in one place for them. Traveling without a laptop? No worries, it's there in your room. Traveling with only your smartphone? No big deal, just download the ICE Mobile application free of cost. Live and die by your laptop when traveling?

ICE Connect transfers all features to your computer. The system covers all angles with extreme efficiency to maximize each stay.”

Along with the in-room component, ICE is as much an amenity to the guests as it is an asset to the hotel. Never before has the hotelier had such a high level of control and insight into the staff’s performance and customer needs. ICE enables the hotel to modify prices in an instant and send hotel-wide messages to guests and employees in real time. The system can increase revenue with strategic up selling and streamline operations where requests and employee actions are tracked in real time. All hotel activity is tracked and measured, then presented in three-dimensional charts, graphs, and spreadsheets.

For a live demo and more information, visit www.intelityice.com. Interested hoteliers and timeshare managers can call toll free 1-888-REV PAR 1 to speak with an ICE hospitality expert for more information.

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Intelity, headquartered in Orlando, Fla., is a hospitality software solution company focused on the self-service marketplace. Currently, Intelity is distributing **ICE** and its corresponding ICE Control System, “ICS”, backbone system to hotel and resort partners. Intelity designs its software/hardware products with a focus on guest service, quality feedback and direct consumer marketing.