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Intelity's Efficient Guest Services Echoed in Golden-Globe Nominated Flick

ORLANDO, Fla. – December 17, 2009 – With today's demand for instant gratification, travelers are daunted by the inefficiency of traveling as seen in the trials and tribulations of a constant business traveler like "Up in the Air's," Ryan Bingham, portrayed by George Clooney. The highly anticipated film hitting theaters Christmas day focuses on a life "on the go," the main character neglects personal relationships for travel and a career, with his ultimate goal being one of only six others to reach ten million frequent flier miles.

In Bingham's quest for efficiency, the movie brings to the forefront the need and desire of the everyday business traveler to find the most effective methods of globe-trotting. Intelity's Interactive Customer Experience (ICE) is the answer in 2010 for the efficiency driven jetsetter, much like the character of Ryan Bingham. Intelity, an interactive hospitality technology company, introduces travelers to connectivity at their fingertips with the ICE in-room solution. Having gained intense momentum in its 2009 North American roll-out, ICE looks to bring travel tranquility along with efficiency 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 the complete travel companion. Vacationists looking for proficient options can delight in arranging and printing their boarding passes through ICE, whether they are taking a small hop across the state or have Bingham's non-stop travel routine. Guests also customize their language preference so everyone benefits from the solution, no matter what country they call home. Through corporate partnerships, guests iron out off-property amenities with ICE, such as purchasing movie tickets, scheduling rental cars and making dinner reservations.

"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.” says David Adelson, founder and CEO of Intelity.

The innovative ICE technology has enjoyed success in 2009 at properties throughout North America, including national brands, independents hotels and timeshare properties. 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.

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.