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**THE KIMBERLY HOTEL IS FIRST IN NEW YORK TO UNVEIL
TOUCH SCREEN TECHNOLOGY IN GUESTROOMS & SUITES**

Innovative Intelity Software Brings Customized Service to Kimberly Hotel Guests' Fingertips

New York, NY (July 28, 2010) – The Kimberly Hotel, New York City's premier European-style boutique hotel, announced today it will now offer Intelity's ICE Touch (Interactive Customer Experience) screen systems in all guestrooms and suites. The ICE state of the art touch technology is simple. With the touch of a finger, guests have access to everything they want, when they want it, including in-room dining, spa services, flight status, express checkout, and more.

The ideally situated [Kimberly Hotel](#) in Midtown Manhattan is the newest hotel to provide guests with services and amenities utilizing Intelity's ICE software. The software provides guests easy touch screen access to control their entire hotel experience. Travel services available via the [ICE software solution](#) include weather forecasts, NYC destination guides, transportation services with a "Directions" module that allows guests to "map" their to-and-from destinations using Google Map, flight status updates and the ability to print boarding passes at no extra charge. Additionally, guests are afforded a wide variety of hotel services including wake up calls, spa services, room service, as well as the convenience of pre-check in and express checkout. The ICE system is free of charge to all guests.



"We are very excited to introduce ICE Touch in our hotel as we continue to advance our available hotel services," said Mujo Perezic, General Manager of The Kimberly Hotel. "Our goal is to provide guests with the best stay possible and by partnering with Intelity, we can now enhance the guests' experience with innovative technology."

"ICE is the only full service and fully supported solution available today,"

says David Adelson, President and Chief Executive Officer of Intelity. "We're proud to be partnering with The Kimberly whose guests now have hotel services and information at their fingertips."

About The Kimberly Hotel

The Kimberly Hotel is Manhattan's only true European-style boutique hotel, offering gracious hospitality and timeless elegance. A member of WORLDHOTELS Deluxe Collection, the Kimberly Hotel offers 187 spacious guestrooms and luxury suites, a renowned location, unparalleled luxury offerings, and exceptional services. Visitors to The Kimberly have always had complimentary use of the renowned New York Health & Racquet Club's modern facilities, steam rooms and fitness classes. The Kimberly Hotel is located at 145 East 50th Street in New York City. For more information and reservations, visit www.kimberlyhotel.com or call (800) 683-0400. You can visit The Kimberly's new, official [Facebook](#) page or follow The Kimberly Hotel on Twitter [@kimberlyhotel](#).

About Intelity

Intelity, headquartered in Orlando, Fla., is a hospitality software solution company focused on the self-service marketplace. Its ICE software with guest interface and "ICS" backend management has been recognized in a vote by hoteliers as the best guest interactive service technology available. Intelity designs its software/hardware products with a focus on generating higher revenues, reducing operating costs and increasing guest satisfaction. Become acquainted with ICE and learn what Intelity's hotel partners are saying on the Intelity website: www.intelitycorp.com. For more information please call Phil Schwartz, Chief Marketing Officer at 1-888-RevPAR-1 (1-888-738-7271) or Twitter: www.twitter.com/Intelity.

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