

PRESS RELEASE



iBAHN and Symon Dacon partner at hospec'10

September 28th to October 1st 2010, Insotel Punta Prima, Menorca

London - (September 28, 2010) – iBAHN, the worldwide leader in digital entertainment and Internet solutions for the hospitality and meeting industries, and Symon Dacon, the provider of intelligent visual communications solutions for the hotel industry, today announced a joint appearance at hospec'10, between September 28th and October 1st at Insotel Punta Prima, Menorca.

Hospec'10 (<http://www.hospec.net/>), is the event for one-to-one meetings for senior procurement executives and key suppliers to the Iberian hotel sector. The event was launched in 2008, and since then has become recognised as the networking forum for all aspects of the hotel supply sector. It features a two-day programme of pre-requested meetings, a showcase of suppliers' products, two high-ranking industry speakers, dinner functions, conference lunches and afternoon team activities, to produce an effective business platform for the Iberian marketplace that is totally unique.

iBAHN and Symon Dacon will be offering joint briefings to delegates who will be updated on the complete service offering available via the partners. Examples of the partnership's success will also be overviewed, including the recent installation at the JW Marriott Hotel Tripoli in Libya, where iBAHN and Symon Dacon delivered a state-of-the-art IPTV solution and HSIA over fibre-optic network, offering guests the ability to confidently access the Internet. iBAHN's ETVi platform was utilised at the JW Marriott hotel Tripoli to deliver digital services that combine digital TV entertainment with superb HD picture quality, which is vastly superior to analogue systems, as well as secure high-speed Internet services.

Using ETVi, hotels such as the JW Marriott Hotel Tripoli can totally integrate guest services with entertainment packages, offering multiple revenue streams and improved guest satisfaction from the ease of use of the system and greater choice of high quality entertainment.

iBAHN's MD EMEA Graeme Powell, comments: "hospec'10 is the perfect opportunity to allow hoteliers of all types to hear about a true market-ready IPTV package for the first time, delivered by experienced partners such as Symon Dacon and iBAHN. We already have a good reputation in the Iberian market through previously successful installations and, by combining our expertise, feel that the delegates will get a complete picture of how they can enhance their guests' experience and develop additional revenue opportunities."

Symon Dacon's Managing Director, Roy Strutt, comments: "We see HOSPEC 10 as an ideal platform to demonstrate the capabilities of both the Symon Dacon and iBAHN offering to hoteliers and key decision makers. Our mutual partnership means that we are able to provide a very unique offering to hoteliers; powering not just in-room channels but the entire visual communications infrastructure within the hotel. We look forward to the event and the opportunity it will give us to foster and strengthen business relationships within the Iberian market"

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About Symon Dacon

Symon Dacon is a specialist provider of digital signage solutions for the Hospitality industry. The Symon solution enables hotels to communicate key information in real-time across a broad array of stylish display options, including flat-panel HD displays, in-room television, interactive wayfinding kiosks and small-format displays. Symon's Smartphone mobility application also allows hotels to provide guests with in-venue location specific content. The Symon solution allows hotels to centrally manage dynamic content across multiple displays within a single property or across multiple sites simultaneously, empowering hotels to manage their entire visual communications infrastructure from a single solution. Symon Dacon provides a complete turn-key solution from pre-sales consultation and creative content services to full training and installation.

About iBAHN

The company is the only global provider of digital information/entertainment and Internet solutions for the hospitality and meeting industries. Monthly, more than 1.8 million travellers and meeting attendees rely on iBAHN to increase productivity with secure high-speed Internet access options in nearly 3,000 hotels, conference centres and meeting spaces in 41 countries worldwide. iBAHN's digital entertainment and information services feature leading programming in the Americas, Europe, Asia, Australia and India. Operating one of the largest MPLS networks in the industry, the company provides technology solutions to more than 50,000 events annually, ranging from small group meetings to major industry conferences, while serving more than 40% of Fortune 100 corporations. For more information, please visit www.ibahn.com.

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