

## ***PRESS RELEASE***



### **iBAHN in-room TV services make Spanish debut at Hotel ADA Palace**

**London** - (3 February 2010) – iBAHN, the worldwide leader in digital entertainment and Internet solutions for the hospitality and meeting industries, has signed a deal with Corporación Hispano Hotelera (CHH) (<http://www.chh.es/>) for its fifth location in Madrid, Hotel ADA Palace (<http://www.chh.es/ada/default-en.html>), in the majestic building on Nº 2 of Gran Vía Main Street, to deliver the most advanced in-room digital entertainment and Internet connectivity services on the market.

The contract stipulates the installation of iBAHN's high definition digital entertainment solution, ETVi HD, along with wired and wireless High Speed Internet Access (HSIA) in all the 80 rooms of the Spanish hotel. The Hotel ADA Palace will be the first hotel in the CHH chain to appoint a single provider for its HSIA, IPTV and Video on Demand (VoD) services, making it a point of reference for Spanish hotel technology.

The iBAHN ETVi HD package will enable the hotel to integrate guest services with entertainment packages in its rooms, helping to improve communication channels with its guests. The deal will also offer the potential for bundling HSIA for laptops with TV VoD services, for a single 24-hour usage ticket price.

Guests who need access to their corporate networks as well as those accessing the internet for pleasure will also find the highest standards of data security through iBAHN's Wi-Fi Protected Access (WPA) offering, which eliminates the possibility of data theft.

The complete installation is expected to be finished this month (February) and many of the services have been operative since the middle of last month, coinciding with Fitur 2010, the reference fair for Spanish tourism.

Manuel Enriquez, Finance Director for CHH, comments: "We selected iBAHN as a result of our previous positive experience of working with them and because of iBAHN's unique ability to offer both HSIA and fully digital TV in-room services. The deal that iBAHN was able to offer CHH was also particularly attractive. We are sure that the installation will make us a shining example for hotel technology within the Spanish market."

Graeme Powell, Managing Director EMEA, iBAHN, adds: "Our relationship with the CHH hotel chain extends over five years, and we are delighted to be adding Hotel ADA Palace to our portfolio. iBAHN's product vision for in-room hotel technology is constantly evolving to ensure our digital entertainment offering is not only the most advanced on the market, but also developed to answer guests' requirements."

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## **About iBAHN**

iBAHN is the only global provider of digital entertainment and Internet solutions for the hospitality and meeting industries. Monthly, more than 1.7 million travellers and meeting attendees rely on iBAHN to increase productivity with secure high-speed Internet access options in more than 2,500 hotels, conference centres and meeting spaces in 34 countries worldwide across six continents. iBAHN's digital entertainment offering, ETVi, offers hotel guests leading digital video and entertainment services. 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 a third of Fortune 100 corporations. For more information, please visit [www.ibahn.com](http://www.ibahn.com) or [www.ibahnemea.com](http://www.ibahnemea.com)

### **iBAHN press contacts:**

Lloyd Gofton – 07919 353484 / [lloyd@liberatemedias.com](mailto:lloyd@liberatemedias.com)

Tim Greenhalgh – 07798 927795 / [tim@liberatemedias.com](mailto:tim@liberatemedias.com)