

PRESS RELEASE



iBAHN launches High Definition hotel box office film service

London - June 24, 2009 – iBAHN, the worldwide leader in digital entertainment and Internet solutions for the hospitality and meeting industries, today announces the launch of a global service providing hotel guests with the latest box office movie titles in High Definition (HD).

iBAHN is working in partnership with Filmbank, a leading international provider of in-room entertainment to the world's top hotels, to deliver the HD service across the Europe, Middle East and Africa regions. Filmbank, a joint venture company owned by Warner Bros. Entertainment and Sony Pictures, will provide HD box office content.

The Reading Hilton is the first hotel in the UK to enjoy the new service via its ETVi system, which is part of a global collaboration between Hilton and iBAHN. ETVi is iBAHN's all-digital system that combines HD digital TV, HD digital video, secure high-speed Internet services and digital audio.

The recently opened hotel is the first of many that will benefit from the extended HD services, including hotels in Dubai, Egypt and the Lebanon. HD offers picture quality with up to five times more detail than Standard Definition (SD) TV, delivering vibrant colour, stunning detail and incredible depth. It also uses millions more colours than SD TV, increasing the richness and intensity of the image.

Sam Partner, sales and new business development manager at Filmbank, comments: "This is an exciting development for us and we are delighted to be partnering with iBAHN on the delivery of the best current film titles to hotel guests. Filmbank is committed to providing all its licensees with film content as soon as it is available, in multiple formats and languages."

iBAHN's MD EMEA Graeme Powell. comments: "iBAHN is leading the way in providing the best content and entertainment for the world's travellers, and our ETVi service increases profits, productivity and customer loyalty for our partner hotels. With Filmbank, we can provide unrivalled movie content in HD format that delivers a box office premiere experience to hotel guests around the world."

/ends/

About Filmbank

Filmbank, a joint venture by Warner Bros. and Sony Pictures, is a leading provider of in-room movies. With content direct from Hollywood. Filmbank offers a diverse range of cutting-edge cinema through hotels to the consumer. With a range of movies that can be built in to consumer packages, it is an ideal way for hotels to capitalise on generating revenue from in-room entertainment.

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 28 countries worldwide. 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 or www.ibahnemea.com

iBAHN press contacts:

Lloyd Gofton – 07919 353484 / lloyd@liberatemedias.com

Tim Greenhalgh – 07798 927795 / tim@liberatemedias.com