

# ***PRESS RELEASE***



## ***iBAHN partnership with top five screen suppliers delivers widest entertainment choice to hotels***

**London** - (April 9, 2009) – iBAHN, the worldwide leader in digital entertainment and Internet solutions for the hospitality and meeting industries, today announces a multi-partner agreement with five leading interactive TV manufacturers to supply the widest range of screens to customer hotels across Europe, the Middle East and Africa (EMEA).

iBAHN is partnering with Samsung, LG, Philips, Loewe and Bang & Olufsen to ensure hotels can choose the type of screen best suited to their design and budget. Until now, hotels have been restricted in choice because of the limited number of screen suppliers authorised for IPTV.

The partnership brings flexibility and choice to hotels as they evolve their in-room entertainment and connectivity services. iBAHN has fully tested its ETVi system with screen ranges from the five manufacturers to ensure full compatibility and integration with all digital services, combining digital TV entertainment, secure high-speed internet and an electronic booking capability for hotel services.

iBAHN's initiative also means that the cost of upgrading in-room entertainment services for selected hotels can be minimised where compliant screens are already installed. The flexible solution also ensures that the supply process is managed efficiently with top-level support and a unified customer helpdesk that will answer queries on the whole range of iBAHN services.

Pammi Mudhar, European B2B Sales and Marketing Director, Samsung Electronics, comments: "Samsung TVs integrate world-leading design and technology with high quality interactivity - offering hotel guests a superior in-room entertainment solution. We're happy to be working with iBAHN to ensure hoteliers choose the best match for their needs."

Oliver East, Manager LG iTV UK & Ireland, comments: "Screen choice is essential for hotels who aim to deliver the best quality in-room entertainment services. We're delighted to be partnering with iBAHN to ensure customers can choose wisely."



Graeme Powell, managing director EMEA, iBAHN, comments: “We were determined to remove the barriers to choice that have plagued our customers for too long and to put their needs first. We’re delivering a top quality in-room entertainment solution to our customers and they deserve the right to decide which screens are best suited to their needs.”

**Ends**

**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](http://www.ibahn.com) or [www.ibahnemea.com](http://www.ibahnemea.com)

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