

PRESS RELEASE

Patent Awarded to iBAHN for Revenue-Enhancing Technology for Hospitality Industry

Conference Bandwidth Management Often a Difficult Challenge

Salt Lake City (March 3, 2009) – iBAHN, the worldwide leader in digital entertainment and Internet solutions for the hospitality and meeting industries, announced today that the United States Patent Office has awarded the company a patent for its development of proprietary software tools that detect multiple users of a network access node. The technology has been in use by iBAHN and its hotel partners for approximately four years, and now has the protection of a patent.

“Hoteliers put forth an enormous effort to provide both meeting planners and meeting attendees with an environment that fosters proactive meetings,” noted Gregory G. Hodges, iBAHN’s president. “As the demands in the meeting space become increasingly complex, we will continue to leverage our proprietary technology and expertise in more than 10 million square feet of meeting space around the world. Our objective is to not only meet the expectations of meeting planners, but also to preserve a critical revenue stream for our hotel partners.”

The patent protects the design and development of technology that detects situations in which a person or persons pay for one connection to a network that is supporting a meeting or conference, but then use a device to allow others, undetected, to share the Internet connection. This can cause hotels to lose conference services revenue based on a per-user plan. Because iBAHN built and owns its secure end-to-end managed network, it is able to have immediate visibility into such activities, providing the ability for rapid corrective actions.

Hotels often experience bandwidth usage peaks that jeopardize the guest user experience. The solution is to increase bandwidth to the property but this means additional monthly expense. To the extent that bandwidth theft plays a part in usage peaks, the newly patented process would help hotels recover revenue that could more than pay for the monthly cost of increased bandwidth.



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 2,200 hotels, conference centers 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.

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Media Contact:
Shannon R. Michael
801.563.2019 - office
801.205.6710 - mobile
smichael@ibahn.com