

## PRESS RELEASE

# iBAHN celebrates a year of rapid growth in Middle East at AHIC 2009

*Company is a key sponsor and exhibitor at premier hospitality conference as it delivers digital entertainment and high-speed internet to hotels across the region*

Dubai – (May 1, 2009) - iBAHN, the worldwide leaders in digital entertainment and Internet solutions for the hospitality and meeting industries, today celebrates a year of exceptional growth in the Middle East region, on the eve of the Arabian Hotel Investment Conference, taking place at the Madinat Jumeirah in Dubai from 2-4 May - [www.arabianconference.com](http://www.arabianconference.com).

AHIC is the focal point for leaders in the hospitality industry from the Middle East and globally. The conference will be held under the Patronage of HH Sheikh Ahmed Bin Saeed Al Maktoum, President of Dubai Civil Aviation and Chairman of Emirates Airline.

iBAHN has used its Dubai operations base to build on company growth achieved across six continents. It has won contracts in Saudi Arabia, the United Arab Emirates, Oman and Egypt. To date, iBAHN has signed deals with Radisson, Park Inn, Rezidor, Hilton, REFAD (The Monarch), the Bonnington Tower and One to One Hotels covering 10 luxury hotels in the region, with 2,700 rooms. The company is close to completing further deals with global hospitality brands located in the Middle East region.

iBAHN has already completed installations in six hotels, covering 1,800 rooms, with a broad range of services that include HD (High Definition) digital entertainment package, ETVi and High Speed Internet Access solutions for both in-room, conference and lobby areas.

The company also offers local toll free 24-hour technical support to guests through its Middle East-based support centre, located in Cairo, with more than 60 employees offering both Arabic and English language support. The establishment of the support centre is significant differentiator that allows iBAHN to deal better with regional specific service requirements by its customers.

This regional support structure helps to deliver higher guest satisfaction in combination with the company's fully managed internet services and entertainment packages. iBAHN also delivers significant ROI through its lucrative revenue share deal, which allows partner hotels to take a significant percentage of service profits.

Cornelia Erhardt, General Manager of the Radisson Dubai Marina comments: “As a high-profile and successful new hotel, we required a provider with local on-the-ground knowledge that could deliver robust and secure connectivity solutions. iBAHN has delivered exceptional service to date and we look forward to a long partnership.”

Christian Muhr, General Manager of Hilton Dubai Jumeirah Resort & Residence, comments: “Hilton Dubai Jumeirah is committed to providing guests with the most robust connectivity and entertainment experience available. iBAHN, with its dependable support network and regional expertise is our provider of choice for superior HD digital entertainment services and high-speed internet access.”

Hauke Lenthe, Regional Manager, iBAHN Dubai, comments: “iBAHN has adapted its business models to suit the needs of operators, owners and contractors in the Middle East and North African region. We have invested heavily in our regional support centre and development infrastructure to guarantee delivery of connectivity services and entertainment solutions, which is a big differentiator and allows iBAHN to deal better with regional specific service requirements. iBAHN’s focus in this growth region, and globally, is to ensure that hotels can consistently deliver a quality guest experience.”

#### **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)

#### **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)