



Press Release

SuiteLinq™ Deploys Public Area Computing Service at Sheraton University City Hotel

Exton, PA (July 29, 2009) – SuiteLinq, Inc., a provider of multimedia interactive, broadband, and on-demand solutions for hospitality and extended-stay environments, has extended its interactive services from the guest room to the hotel lobby at Philadelphia’s Sheraton University City Hotel. Starting this week, guests and visitors alike can enjoy a new business center, located just off the main lobby area of the hotel, that features state-of-the art computing and connectivity in a comfortable, social setting.

Installed in conjunction with Microsoft as part of the new Link@Sheraton brand standard, the SuiteLinq provided solution includes four 22-inch HP Touchsmart workstations, each complete with standard keyboard and mouse. On these devices, guests can stay productive with free access to Microsoft Office® software, high-speed Internet, and connectivity to a nearby printer. A Sheraton video-postcard application is also part of the system, enabling guests to share the fun they are having with family and friends anywhere. Wireless access is also provided in the seating area for the convenience of laptop users.

The addition of Link@Sheraton is a natural extension of the property’s already impressive digital amenities according to General Manager, Ken Kapikian. “We’ve had SuiteLinq’s interactive and entertainment desktops in all of our guest rooms for some time with consistently positive feedback,” states Kapikian. “We wanted to extend these similar digital amenities to people in our lobby area, including visitors. The Link@Sheraton is a Microsoft centric service from top to bottom, as is SuiteLinq. So, it made perfect sense for them to work together in deploying this new service”, he states.

According to SuiteLinq President, Craig Ziegler, the need to reach people via multiple digital platforms is clear. “Gone are the days when one form of media was enough to meet everyone’s needs. Media multitasking is a permanent preference – a consistent behavior which does not change just because a person is travelling. Our Link@Sheraton solution extends the in-room digital desktop portal into a new setting that is open and approachable. Both the hardware and the services available are designed for this special environment. It is an experience that today’s connected travelers are seeking out – especially when they don’t have their laptops with them. For SuiteLinq, it’s a great opportunity to broaden our reach.”



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For more information about SuiteLinq, contact Darrin Davis at 703-953-2624, or via email at ddavis@suitelinq.com

About SuiteLinq

SuiteLinq, Inc. serves the needs of the hospitality and extended stay industries worldwide by providing integrated, on-demand entertainment and business productivity solutions that deliver The Ultimate In-Room Experience for guests and new revenue streams for property owners. The solution takes full advantage of preference driven interfaces with contextual mapping and product matching by integrating with legacy PMS, POS, and CRM systems to enable a customized delivery of the guest in-room experience. SuiteLinq's core service offering is **eRoomsuite™**, comprised of turn-key components that can be installed individually or as a package:

- **SuiteLinq™** – A customized portal running on an in-room computer with high speed Internet offering a variety of interactive guest services, free content, and pay-per-access features and entertainment
- **SuiteCast™** – Free-to-guest broadcast and cable TV channels
- **SuiteVOD™** – Hollywood movies, informational programs, and a variety of pay-per-view Video-On-Demand content delivered in standard and high definition formats
- **SuiteLinq Mobile** – Connect with guests before, during, and after their stay to drive deeper engagement, promotions, and new m-commerce opportunities
- **Microsoft Surface™** – Multi-touch interactive tables for lobbies and common areas