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Game On: Infusion to Build “Experience Lounges” for Hospitality Industry with Microsoft Entertainment Technologies

The ultimate connected experience and living room you wish you had; equipped with the latest and greatest Xbox 360 consoles, games and unique branding possibilities for hotels to connect with their guests and for travelers to gather socially outside their rooms.

Anaheim, California, June 22, 2009 – Infusion Development announced today its Xbox reseller status and a new strategic move to build Experience Lounges for the hospitality industry, using technologies from Microsoft’s Entertainment & Devices Division. Experience Lounges connect guests to each other and the technologies themselves, including Xbox 360, Microsoft Surface™ and Microsoft Zune. These connected entertainment spaces encourage travelers to spend more time outside their rooms, taking advantage of hotel services and amenities.

Infusion is committed to ensuring the hospitality industry achieves the ultimate in connected guest activities and continuously delivers premier experiences.

“Hotels that can position themselves as cutting-edge by providing this kind of connected entertainment lounge experience have a huge advantage. They immediately differentiate themselves and pique their guests’ interest by surrounding them with technologies that keep them stimulated and synched with their entertainment, friends and family when away from home” says Tyler Davey, General Manager, Infusion.

Infusion announces its Xbox reseller status at this year’s Hospitality Industry Technology Exposition & Conference (HITEC), a tourism and hospitality industry conference in Anaheim, California and will be onsite discussing its Experience Lounge quick-start program. Infusion offers a three-phase approach to help hotels adopt Experience Lounges – unique design and envisioning, seamless implementation, and reliable support and upgrades.

“We’re fully equipped to work with hotels seeking to outfit small rooms or spaces up to full-chain, brand-standard deployments,” says Davey. *“Our experience as a Microsoft Surface partner and application developer ensures our ability to support this program and provides an additional collaborative technology we can add to these lounges,”* he adds.

Each Experience Lounge is unique to its property and varies not only in size, but also in the technologies it offers. Infusion assists clients in determining which Microsoft products best target their existing demographic and which devices are best suited to attract new clientele or help them serve as a preferred conference venue or expert in group bookings.

“Infusion shares our view that travelers today aspire to use the latest technology throughout a stay, whether to plan activities or relax and have fun,” said Sandra Andrews, U.S. hospitality industry solutions director, Microsoft Corp. *“By providing spaces where guests can gather and play video games, listen to music, share photos, or hop online, Infusion’s Experience Lounges and Microsoft consumer products help hoteliers create an exciting experience that will bring their guests back again and again.”*

Infusion (www.infusion.com) applies emerging technologies to solve business problems by combining enterprise software engineering with appealing user experiences. Our international offices in New York, Toronto, Boston, London, and Dubai offer a full suite of information technology services with a focus on talent, technology, and design-driven methodologies, placing Infusion at the forefront of interface exploration. Infusion has presented solutions for many of the world’s largest organizations in the travel and hospitality, retail, financial services, and government sectors.

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