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FOR IMMEDIATE RELEASE

The SmarTV Company and Bell Transportation offer *VIP En Route* check-in service for Las Vegas guests

Las Vegas, Nevada – October 3, 2012 – The SmarTV Company, LLC (SmarTV) and Bell Transportation have partnered to offer an enhanced VIP check-in service for Bell Transportation passengers in Las Vegas. The new *VIP En Route* solution allows Bell Transportation to provide interactive hotel check-in service for their VIP guests while en route to the hotel and send VIP bag information and arrival time messages to the VIP Bellman desk at the hotel.

The VIP Bellman App provides the hotel bellman with the guest's time of arrival, bag count, and enables printing of keys for the room. It also prompts the bellman to verify guest information and obtain credit card data if required by the hotel.

Guests using the tablet application or a Bell Transportation limo touchscreen can confirm their reservation, choose a room upgrade if available, order room service, obtain an electronic signature for the hotel file, and check into their room without having to go to the front desk or VIP Services in the hotel. When the VIP guest arrives, they are met by a member of the VIP bellman staff who gives them their room keys, picks up their baggage, and escorts them to their room.

The combined SmarTV and Bell Transportation solution offers an extended experience for VIP guests and more efficient hotel check-in service options for hoteliers and staff. "SmarTV and Bell Transportation are helping hoteliers provide an enhanced guest experience by expediting the check-in process and offering VIP guest services that begin well before they arrive at the hotel," says SmarTV CEO, Seale Moorer.

JJ Bell, Vice President of Bell Transportation, is leading the initiative to extend the guest experience to and from the hotel by providing tablet and touchscreen technology in their limos

for use by drivers and their VIP customers. "By offering this new *VIP En Route* service, we give our customers a best-in-industry car to hotel experience."

Linq360 is excited to showcase the new *VIP En Route* technology and will be giving partners, customers, and members the opportunity to preview the VIP experience tonight at the Linq 360 Innovation Center G2E gala event. Bell Transportation limos and a mock hotel room will be set up to provide attendees with a comprehensive understanding of the solution. "Linq360's ability to put our partners SmarTV and Bell Transportation together to develop a customer solution that addresses a significant need that hoteliers have been requesting represents the value we bring to the industry. This is one of many new and innovative concepts Linq360 is working on with our partners," states Scott Garrison, President of Linq360.

For more information on the *VIP En Route* solution, visit www.getsmartv.com/VIPEnRoute.

About The SmarTV Company, LLC

Based in the Westerville suburb of Columbus, Ohio, The SmarTV Company, LLC specializes in creating software applications, manufacturing hardware solutions, and providing TV entertainment content and services for the hospitality, business, healthcare, and residential marketplaces. For more information on The SmarTV Company, visit www.getsmartv.com.

About Bell Transportation

Operating in Las Vegas since 1970, Bell Transportation has built a tradition and the reputation as the leading transportation company in Nevada. Since the beginning, the company has always been in touch with clients' and passengers' needs. Today, Bell Transportation is the largest single city limousine company in the Nation. Bell Trans also holds the title as the largest bus company in Nevada.

About Linq360

LINQ360 (Las Vegas, NV) brings together thought-leaders from all sectors of the global technology market in a dedicated collaboration center, where truly integrated solutions can be developed and demonstrated for the benefit of world-class brands. Las Vegas, the epicenter of the hospitality industry, is home to the most pioneering hotel and casino brands in the business and now home to a select group of like-minded businesses aligned to serve them. LINQ360 brings together 24 companies with one shared vision of what technology can achieve when applied smartly. More than a sales center, LINQ360 is a showplace for the connected guest experience that is now possible and not just potential, where each member company contributes building blocks and cement in the structure. Microsoft is the unifying force — the keystone of the LINQ360 concept— that brings all of these members into an epicenter of action. For more information, please visit www.Linq360.com.

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