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## THE SMARTV COMPANY UNVEILS POWERFUL NEW MOBILE AND EVENT PLATFORM FOR HOTELIERS AT HI CONNECT DESIGN 2013 IN NASHVILLE

**Westerville, Ohio – June 14, 2013** – The SmarTV Company, LLC (SmarTV) unveiled its new MobileSmarTV guest services and event platform to hoteliers and designers at the *HI Connect Design™* show in Nashville, Tennessee. The application provided attendees with HI Connect show information, people's choice voting options, and lead generation capture tools in addition to a MobileSmarTV application on tablet devices for in-room technology integration, hotel amenities and services, and local establishments and venues.

*HI Connect Design™* is the hospitality tradeshow reimagined featuring the industry's finest designers, suppliers, architects and purchasing companies that delivers the highest qualified attendees such as C-Level Executives, owners and developers, hotel executives, and purchasing decision makers representing leading hotel brands both domestically and abroad.

As one of the premiere in-room technology providers at the show, SmarTV also provided an integrated HI Connect event mobile application for the conference in addition to showcasing the mobile and tablet applications designed for hoteliers. Attendees downloaded the SmarTV app via their native phone app store and used the app to access *HI Connect Design™* information including show sessions, vignette layouts, venue details, sponsors, and associated show events. In addition, attendees and sponsors could capture contacts for lead generation and networking purposes by scanning the QR codes on their show badges. Since the app was integrated to the *HI Connect Design™* attendee database, anytime Hotel Interactive, *Inc.* updated or added show, vendor or attendee information, the changes were automatically reflected in the mobile app without any additional development effort.

"Hoteliers are always looking for new ways to engage with their guests and keep them coming back. We've designed a platform that connects guests directly to services, amenities, events and content within the hotel environment, and puts the information in the palm of their hands where they can constantly engage throughout their stay," says Michael Infante, CEO of the SmarTV Company.

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“SmarTV’s mobile platform and event application took *HI Connect Design™* by storm with over 95 percent of our attendees downloading their mobile app to get event information, vote for their favorites, and connect with other attendees through the lead generation mechanism,” says Rich Viola, President and CEO of Hotel Interactive, Inc. “SmarTV also took the time to incorporate feedback from attendees on Wednesday and launched new features in the application on Thursday – without requiring a new download. It’s easy to see why The SmarTV Company won the People’s Choice Award for the Best Technology Product at the show. ”

The SmarTV software platform takes advantage of web services for rapid deployment and flexibility by enabling content management changes in the SmarTV Studio design tool which deploys the changes across multiple phone and tablet platforms at the same time with no development effort. The mobile solution also uses Microsoft cloud-based Azure servers for hosting, access and updates.

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#### **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 advertising services to enhance user experiences for the hospitality and healthcare marketplaces. For more information on The SmarTV Company, visit [www.getsmartv.com](http://www.getsmartv.com).

#### **About Hotel Interactive**

Hotel Interactive ([www.hotelinteractive.com](http://www.hotelinteractive.com)) has been serving the hospitality industry as a leading daily business-to-business vertical and industry portal since 1998. The company is the premier online resource of industry news, events and content. Hotel Interactive also produces the highly acclaimed Buyer Interactive Trade Alliance and Conference ([www.BITAC.net](http://www.BITAC.net)) events. BITAC is known for its business building forum designed for prominent executives in the hospitality industry to foster long-term relationships under different categories such as Purchasing & Design, F&B, Technology, Spa & Wellness, and more. Its newest venture is HI Connect Design™, a patented concept that reinvents the tradeshow experience. Hotel Interactive also offers Hotel Interactive Radio featuring downloadable and on-demand podcasts.

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