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FOR IMMEDIATE RELEASE

## **The SmarTV Company joins the Preferred Hotel Group Alliance Partner Program as exclusive provider of in-room technology**

**Westerville, Ohio – February 12, 2013** – The SmarTV Company, LLC (SmarTV) is pleased to announce that it has joined the Preferred Hotel Group Alliance Partner Program. Effective immediately through 2017, SmarTV will be promoted as the exclusive provider of in-room technology for member hotels across Preferred Hotel Group’s five brands in North America and as an approved vendor of in-room technology for its global member portfolio.

The five-year agreement enables SmarTV to provide the 650 member hotels in the Preferred Hotel Group portfolio with GuestSmarTV, an enhanced guest experience and engagement platform that includes Free to Guest (FTG) and IPTV products and services, room control, and automation through the TV remote, tablet, and/or guest mobile device, and other in-room technology products and services. The GuestSmarTV solution also provides VoIP touch-screen phones, dedicated tablets and remotes, mobile applications, integration with back-end systems, and management and reporting tools associated with IPTV and in-room technologies.

SmarTV’s IPTV content offerings include Free to Guest TV channels, Over the Top (OTT) content, Video on Demand and Pay-Per-View content, international content, tiered Internet and Internet on TV, and related IPTV products and services. Additionally, SmarTV will work with Preferred Hotel Group member hotels to boost their revenue with the AdSmarTV solution, a program designed to offset the cost of technology through advertising sponsorship on TV and mobile user interfaces.

“In today’s competitive hospitality marketplace, hoteliers are constantly looking for new ways to interact with their guests and provide an enhanced experience that will keep them coming back,” says Michael Infante, CEO of The SmarTV Company. “The GuestSmarTV platform will give Preferred Hotel Group a new way to extend its brands and associated amenities and

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services to its guests and enable staff to effectively manage and operate while providing an exceptional experience.”

“We are delighted that SmarTV has joined our Alliance Partner Program. With an impressive management team and innovative products and services line, SmarTV is a strategic solution for hoteliers looking to stay ahead of the in-room and on-property technology trends,” says Thom Nulty, Senior Vice President of Business Relations for Preferred Hotel Group. “Enhanced technology is becoming a core requirement for our loyal travelers and operational staff, so we are pleased to offer our world-class hotels the opportunity to be aligned with this high-quality partner.”

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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 for the hospitality, business, and healthcare marketplaces. For more information on The SmarTV Company, visit [www.getsmartv.com](http://www.getsmartv.com).*

#### **About Preferred Hotel Group™**

*With a global reach extending into more than 85 countries, Preferred Hotel Group represents more than 650 of the finest hotels, resorts, and serviced residences in the world. Preferred Hotel Group's brands include Preferred Hotels® & Resorts, Preferred Boutique™, Summit Hotels & Resorts™, Sterling Hotels™, Sterling Design, and Summit Serviced Residences™. Travelers gain valuable benefits through branded programs that include Preferred Residences™; Preferred Golf™; the I Prefer™ Guest Benefit Program; Preferred Pride, a collection of TAG-approved or IGLTA-member hotels; and Preferred Family, a collection of hotels and resorts certified to provide a rich experience for travelers of all ages. For more information, visit [www.PreferredHotelGroup.com](http://www.PreferredHotelGroup.com) and follow the brand on Facebook and Twitter.*

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