



FOR IMMEDIATE RELEASE

## **eTelemetry Enables Hotels to Increase Revenue with Existing Internet Bandwidth**

*Notify manages Internet access usage, enables upselling of premium bandwidth services, and displays custom ads in guest web browsers to enhance the overall guest experience*

**Annapolis, MD (February 5, 2008)** – eTelemetry today announced the release of Notify, a network appliance that manages guest Internet access speeds and provides hoteliers with the ability to market premium bandwidth tiers, corporate promotions, and hotel services inside guest web browsers as they access the Internet. With Notify, hotel guests receive targeted banner ads and premium Internet access enhancing their online experience while enabling hotels to increase revenue with additional, targeted services.

Hotels can control their existing bandwidth by using Notify to manage guest Internet access speeds so that available bandwidth is partitioned evenly and not dominated by a few guests using bandwidth intensive applications, such as streaming video. Notify enables hotels to send messages to guests as they surf the Internet, for increased revenue through the promotion of fee-based premium bandwidth services and the sale of advertising space to national and local vendors. Hotels can additionally leverage Notify to improve the guest experience through targeted messaging by room or group.

Notify is a plug-and-play network appliance that is easy to deploy on any network and requires no configuration by the guest or in guest rooms. Notify's intuitive web-based interface makes it easy for hotel staff to add hotel-specific content to web pages, target ads to guests, and offer guests the ability to purchase bandwidth upgrades.

“Notify enables hoteliers to generate additional revenue from the existing Internet infrastructure while also providing a new way to communicate targeted messages to their guests,” said eTelemetry's CEO and President, Ermis Sfakianudis.

### **About eTelemetry**

eTelemetry is the leader in extracting real-time business information from network activity. eTelemetry's innovative products tell you everything about the people on your network, answering the who, what, where, when, and how much. By applying its proprietary technology, eTelemetry's award-winning products provide information leading to increased productivity, risk identification, reduced costs, greater network efficiencies, and insights into how people collaborate. Since 2004, eTelemetry has been *Turning Network Traffic into Business Intelligence*<sup>™</sup>. For more information, call +1-888-266-6513 or visit [www.etelemetry.com](http://www.etelemetry.com).

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