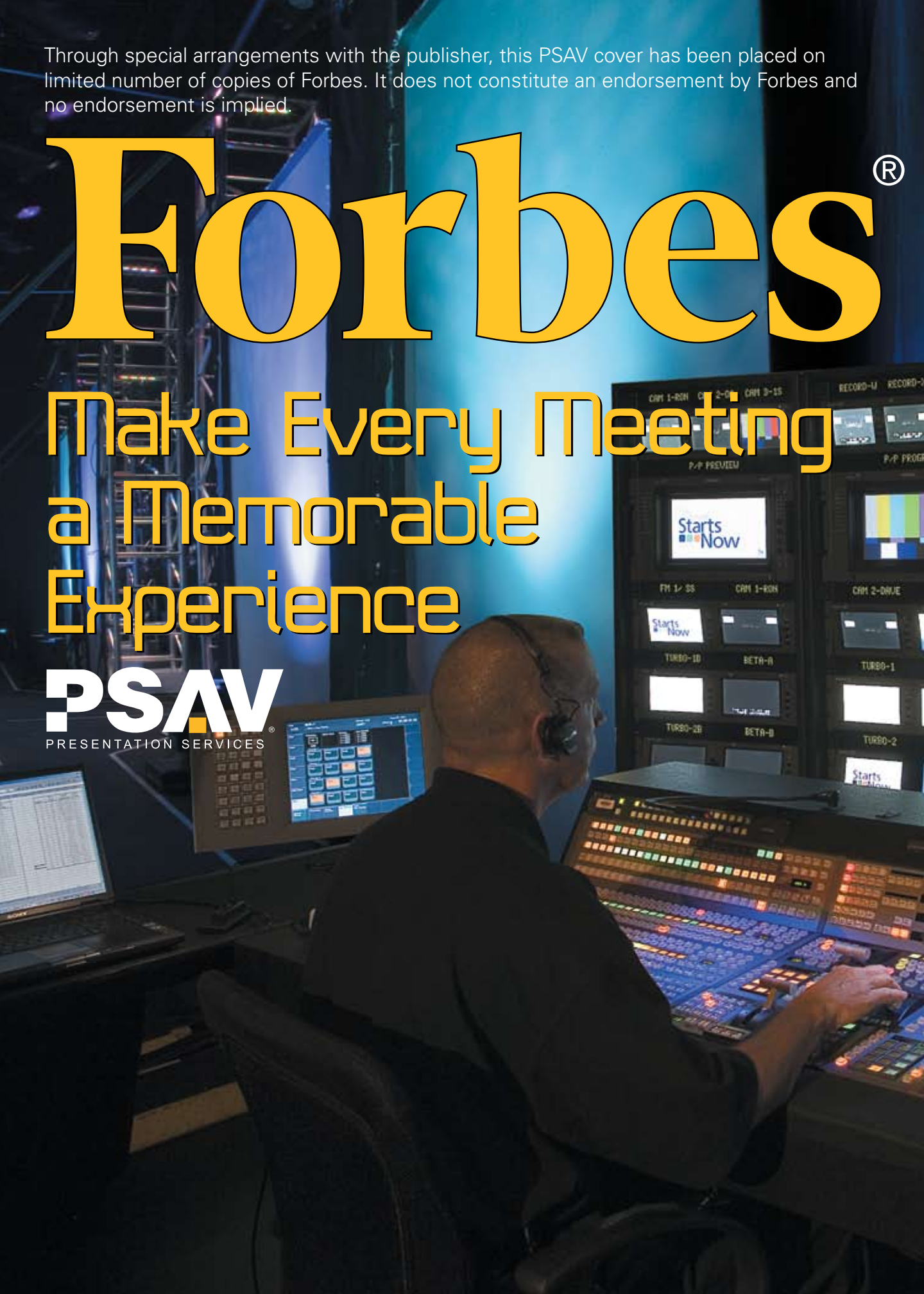


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Forbes®

Make Every Meeting
a Memorable
Experience

PSAV
PRESENTATION SERVICES®



Get 5 Times Faster Internet Speeds

PSAV® is Integrating the Internet

PSAV can install and manage a property's entire network infrastructure, and integrate the Internet into the meeting space, guest rooms and public areas, at speeds at least five times faster than conventional connections. Your guests get the benefit of a seamless guest experience across the property, and a single on-site contact for event technology. You get the benefit of increased customer satisfaction and increased revenues, which result from PSAV's custom network options and advanced yield management techniques.

MEETING SPACE



Business Applications

- Presentations
- Email
- Training
- Conferencing
- Remote Applications
- Productivity Tools

PUBLIC AREAS



Personal

- Financial
- Entertainment
- Info/Research
- eCommerce
- Travel

GUEST ROOMS



Social

- Webmail
- Networking
- IM Chat
- Pics & Play

Get 5 Times Faster Internet Speeds



Increase your property's bandwidth

PSAV's flexible bandwidth options provide Internet connection speeds at least five times faster than those in typical meeting rooms and guest rooms today. Guests increasingly have high demand applications, such as Webcasting, YouTube or Slingbox that require higher bandwidth. No problem with PSAV managing your network. As your on-site provider, PSAV is in touch with the needs of your property, and will allocate bandwidth to optimize guest satisfaction.

On-site single contact improves satisfaction

Meeting planners prefer to work with a single contact for all their event technology needs. PSAV's on-site experts ensure that the meeting room experience is seamless across audiovisual and high speed Internet requirements. PSAV is on-site and able to support within minutes of customer requests.

➤ **When PSAV installed the HSIA infrastructure, high speed revenues grew by 75%. The revenue increase resulted from PSAV's ability to control and up sell customized network options.**

Proactive sales process leads to sales growth

PSAV's Internet offering is supported at over 120 properties. In properties where PSAV has managed High Speed Internet Access (HSIA) over a number of

years, they have achieved double digit compounded growth. The proactive CAPTURE™ sales process in conjunction with the on-site contact leads to consistent sales increases. PSAV is already involved in pre-sales with customers, participating in pre-event site visits and meetings, greeting customers before their meetings start, and checking throughout the day to ensure event technology needs are fulfilled, so adding High Speed is a natural extension.

Increase revenue with PSAV's network investment

PSAV can install and manage the property's entire network infrastructure. PSAV's investment allows your property to preserve capital funds, while at the same time improving revenues. For example, when PSAV installed the HSIA infrastructure at a major chain, high speed revenues grew by 75%. The revenue increase resulted from PSAV's ability to control and up sell customized network options, including dedicated bandwidth and Private VLAN.

3 levels of support

PSAV's Infrastructure Services are backed by an unprecedented three levels of support. On-site event technology experts are the front line of support. PSAV also offers 24/7 engineering phone support from the Network Operations Center, as well as manufacturer support through PSAV's partnership with Cisco Systems Inc.

SHOWCASE

Increase Revenue By Bundling Event Technology Services

Results show that bundling traditional audiovisual services with additional technology services, such as high speed internet access, rigging or power distribution drives overall revenue. The revenue comes from two sources.

Consistent advanced contact

PSAV has a proprietary sales process called CAPTURE™, which is a framework for proactive consultative selling by all its on-site teams. PSAV contacts clients early to find out the best technology solution to meet their needs. This early contact alone drives consistent sales increases against competing vendors who do not offer an on-site contact.

PSAV Drives High Speed Internet Sales:

- PSAV supports internet services at over **120** hotels across the US.
- When PSAV replaced a traditional specialist internet provider at a chain of hotels,
 - Revenue increases ranged from: **+10** to **+394%**
 - Overall first year revenue increases: **+75%**

Bundling increases growth rate +21%

The second benefit is that base audiovisual revenue grows even faster when bundled with additional offerings. PSAV has experienced a 21% increase in the growth rate of AV sales when combined with additional technology services, rather than standalone AV.

TECHNOLOGY SPOTLIGHT



Communication Platform and Stage Enhancement Rolled Into One

Video Podium offers dynamic graphics

Want to keep your audience engaged and focused on your speaker's message? Turn your podium into an exciting communication platform and stage enhancement with PSAV's Video Podium. Video Podiums emphasize key presentation content, related slide shows, and speaker introductions.

Engage your audience

Use video graphics that are in synch with speeches and background music. Add digital flash to pump up the audience or change display colors to match stage lighting. Remember, your meeting is an experience, it's a show.

The PSAV Video Podium advantage:

- Emphasize key presentation content
- Add digital flash to pump up the audience
- Introduce speakers by name and title
- Change background colors to match stage lighting
- Keep your audience engaged

Make every meeting a memorable experience

At the end of the day, your meeting is about delivering your message. And making sure that the message lasts. PSAV's Video Podium can help make your meeting a memorable experience.

➤ Meeting planners prefer to work with a single contact for all their event technology needs. PSAV's on-site experts know the property and provide a single point of contact for technology, acting as a seamless part of the hotel's team.



PSAV
PRESENTATION SERVICES

PARTNERS IN SHOW™

- Sound • Lighting • Digital Image Display
- High Definition • Rigging Services
- Power Distribution Services
- Staging Design • High Speed Internet
- Client Network Services
- Computer Rentals • Digital Signage
- Digital Content Management
- Design and Installation Services

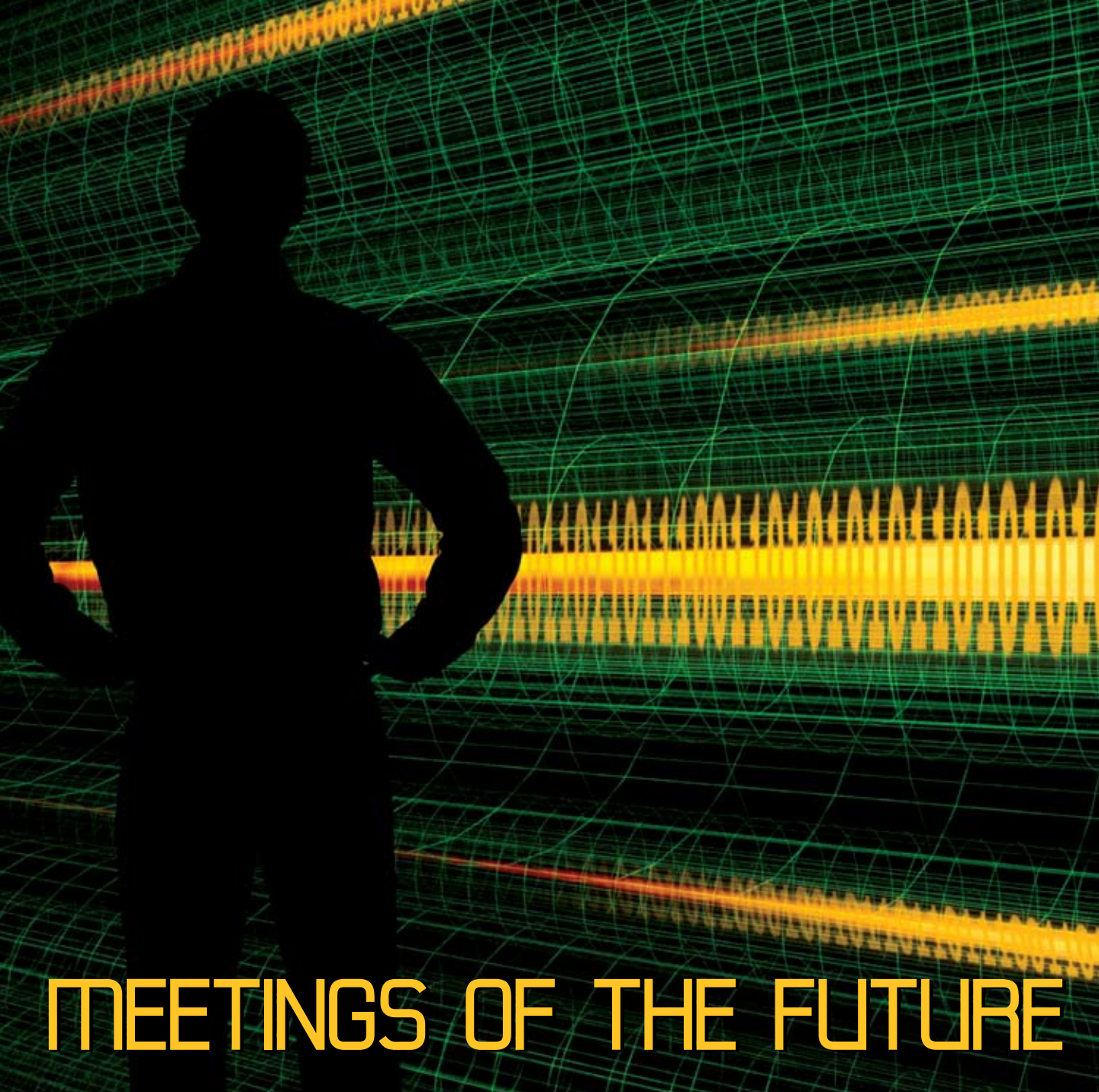
www.psav.com

Contact PSAV at 562.366.0144 or partnersinshow@psav.com

YOUR GUESTS' ON-SITE

SINGLE POINT
OF CONTACT

FOR EVENT TECHNOLOGY



MEETINGS OF THE FUTURE

The event technology experts at PSAV seamlessly integrate the latest in meeting room technology with improvements to hotel guest rooms and public spaces. Through investments in new technologies and partnerships, PSAV offers innovative hospitality solutions. Reliable, robust internet connectivity throughout the property provides the backbone for exciting applications, such as bringing the meeting room to the guest room, and total guest connectivity. With PSAV, meetings of the future are here today.



PARTNERS IN SHOW™

Contact PSAV at 562.366.0144
or partnersinshow@psav.com

www.psav.com

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