



PSAV Asks HITEC '08 Attendees to "Think Beyond Your Meeting Space" For Event Technology Integration

Beyond the four walls of the meeting room is a new frontier where HSIA, Digital Signage and more can be integrated and managed by PSAV to increase guest satisfaction, heighten brand differentiation and reduce costs property wide.

Visit PSAV Booth #549 at HITEC 2008

LONG BEACH, CALIF. — MAY 30, 2008 — PSAV® Presentation Services, the leading provider of audiovisual and event technology to hotels, associations, producers and meeting planners worldwide, is extending its event technology reach beyond the boundaries of traditional meeting spaces to serve as the single point of contact for high speed Internet access, digital signage, business centers and more...including design and installation consultation for a facility's new construction and/or renovation.

Hoteliers attending the 36th Annual Hospitality Industry Technology Exposition & Conference (**HITEC**), to be held June 17-19 at the Austin (Texas) Convention Center, are invited to visit **Booth #549** and explore what PSAV has in store.



"Today's event technology is so dynamic and robust that it no longer can be confined to the four walls of the meetings space," said Digby Davies, PSAV president and CEO. "Travelers demand information at their fingertips, and want that information delivered to them in fresh, entertaining, and compelling ways. There's no better medium to accomplish those tasks than the event technologies from PSAV."

When it comes to putting on a show, PSAV is top of mind for more than 800 luxury hotels, resorts and conference centers worldwide. What many may not realize is that PSAV also provides:

- **Design and Installation Services** from concept to operation
- Reliable, robust High Speed **Internet connectivity** for any area of the hotel
- Personalized **Digital Signage** updates and management services by its onsite team
- **Future technology integration** to enhance guest service and increase revenues

"We're not just 'Partners in Show,' we're partners 'In-The-Know' for hospitality technology, with insider knowledge of facilities and the cutting-edge technologies that could support them," said PSAV's Senior Vice President of Technology & Development, Brian Lagestee. "While we help properties build a better meetings business, we simultaneously help owners



and managers build a better property-wide technology and broadband infrastructure that eliminates redundant tasks performed by multiple suppliers.”

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DID YOU KNOW ... PSAV's entire array of event-technology services has been helping meeting planners to hold cost-effective meetings for more than 45 years? Instead of using multiple off-site suppliers to coordinate with hotel services for a single event, PSAV remains onsite all day, every day.

DID YOU KNOW ... PSAV identifies how, where and why to leverage technology in a facility's design? PSAV specifies which technologies will be deployed and where, reviews budget and specifications with owners to make sure the project is on track . . . and, installs all agreed-upon technology at the property.

DID YOU KNOW ... PSAV provides consulting and helps owners avoid common pitfalls during the renovation or new-build process? PSAV provides the hands-on, day-to-day operational expertise to help in equipment selection, aesthetic design for technology connections, strategic rigging point and power outlet placement, bandwidth allocation and Internet access points.

DID YOU KNOW ... PSAV orchestrates an event from behind the scenes? This allows meeting planners to concentrate on what they do best – executing the perfect meeting. That could not be done without the expertise of PSAV technicians and its wide range of event technologies.

DID YOU KNOW ... PSAV doesn't walk away when a particular project is completed? The company is a true partner from concept and design through implementation and installation to training and daily operation. This kind of support is not just for audiovisual services...it includes high-speed Internet connectivity, power distribution, digital signage, business & technology centers, and various public space designs – all from a single contact.

To learn more about how PSAV can serve as a one-stop-shop for technology integration beginning at the boardroom and extending to the guestroom, lobby, restaurants and more, **visit PSAV at Booth #549 at HITEC**. To pre-schedule a sales appointment at the show, call Amy Maletic at (562) 366-1931 or email amaletic@psav.com. For more about PSAV® Presentation Services, please visit www.psav.com.

About PSAV® Presentation Services

PSAV is the leading supplier of audiovisual and event technology to hotels, associations, producers and meeting planners worldwide. With over 800 luxury hotels, resorts and conference centers worldwide, PSAV is totally committed to making every live event an unforgettable experience. PSAV's goal is to turn ordinary meetings into memorable experiences so the message lasts. www.psav.com.

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