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PSAV Expands Technology from Meeting Rooms to Restaurant

*The Hyatt Regency O'Hare attracts guests to its new **Red Bar** Lobby Lounge via state-of-the-art sound system, 22 high-definition plasma TVs, eight two-sided translucent screens with projectors, and high-tech remote system controller*

ROSEMONT, ILL. — The key to outstanding bartending is to provide the best advice, but where do bartenders go when they need guidance on how to improve their service and enhance atmosphere? When the Hyatt Regency O'Hare in Rosemont, Ill., was preparing for Phase I of its \$60 million renovation in February 2007, management turned to PSAV® Presentation Services to help bring business to its food-and-beverage department—in particular its newly opened Red Bar Lobby Lounge.

PSAV is the leading supplier of audiovisual and event technology to hotels, associations, producers and meeting planners worldwide. The company has served as the Hyatt Regency O'Hare's on-site event technology partner for more than 15 years. The recent renovation project not only created some of the best large- and small-scale meeting facilities in the world at more than 110,000 square feet, but with the help of PSAV, project designer Thomson, Ventulett, Stainbeck & Associates (TVS) turned the ordinary lobby bar into the extraordinary guest experience.

"The new high-design of our hotel and the additional meeting space really make Hyatt Regency O'Hare the premiere destination for high-end business travel and large group meetings and events," said David Jacobs, Hyatt Regency O'Hare General Manager. "We needed to provide that 'wow' factor to the public areas – especially the lobby bar – in order to retain more in-house guests and attract local residents. By bringing multi-media technology into Red Bar, we are continuing the high-tech, high-definition experience that conventioners and savvy consumers enjoy and demand."

Jacobs said the exciting presence of technology and the restaurant's Italian design flair beckons guests to Red Bar.

"Previously guests were compelled to make reservations at offsite Chicago eateries," he said. "Now, Red Bar's outstanding service, curved bar to view 22 plasma screen televisions, fun food and creative cocktail concoctions encourage social interaction and relaxation, and our guests no longer want to leave."

Tuned in to guest expectations

Brad Wells, Director of Event Technology at the Hyatt Regency O'Hare, said he and other PSAV onsite staff were consulted during the technology selection process for Red Bar. Wells has been directing the hotel's event technology for more than two years.

Red Bar, which opened April 9, features a state-of-the-art sound system, high-definition plasma TVs, eight two-sided translucent screens with projectors, and a \$15,000 high-tech remote system controller that allows service staff to control the input of each monitor and screen individually, and control the audio.

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"It promotes an atmosphere that people are drawn to and find it difficult to leave," he added. "Not only will the technology provide entertainment, but it also helps to promote in-house specials and welcome group receptions. Many of our groups now request that their cocktail events be held at Red Bar rather than in a meeting room or other public space."

Red Bar can designate any one of its 22 plasma TV or eight translucent screens to showcase a multitude of multi-media promotions, from food-and-beverage promotions to renovation progress presentations via DVD, and meetings coverage to televised sports events.

"F&B business really has picked up since Red Bar opened," Hyatt's Jacobs said. "We have more traffic than ever before. In fact, we are so pleased with the technology that we are talking with PSAV about adding more services throughout the hotel, including digital signage for public areas and guestrooms. Hyatt Regency O'Hare is stronger and more competitive than ever before – and we attribute that in part to the presentation services provided by PSAV."

Digby Davies, PSAV President and CEO, said he is proud that the PSAV Design and Installation Services team were able to help guide the property on the best technologies to incorporate for Red Bar and the renovated convention area.

"Groups and conventions are critical to revenue goals," Davies said. "Successful meetings and events bring repeat clients, and event technology can play a big part in helping build a better meetings business. By seamlessly integrating the latest in meeting room technology with improvements to other hotel public and private spaces -- such as Red Bar – hoteliers can easily make each guest or group experience unique and memorable.

"We are delighted to continue our long-standing relationship with the Hyatt Regency O'Hare and we look forward to bringing even more event technologies to the property and to its corporate and leisure guests," Davies said.

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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