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Get On the INSIDE TRACK Today!

Immersion Technology Inc. Helps Make Your Hotel SMART

Las Vegas, NV, June 15, 2010 [Immersion Technology Inc.](#), a provider of [hotel systems support and hospitality technology solutions](#), has announced the premier release of [INSIDE TRACK](#), using SMART RFID. *Inside Track*, through grid technology, saturates guest rooms, hotel outlets and common areas with smart sensors, presenting space and time (location) of Staff, Management, participating Guest's and even expensive electronic assets; are always visible on the GRID. Guests have the ability to opt-into the GRID to be well connected and allow the SMART HOTEL to serve them. By opt'ing in, guests are greeted by staff using virtual ID (Name and room number) while management and security have visibility to everyone "On-Stage," from any computer screen. Real-time live sensors, creating the *Grid*, provide limited guest information and demographics and present it through property level digital signage giving guests the experience of a lifetime, making the hotel around them, serve them, personally. [Inside Track](#) makes your Hotel SMART creating targeted advertising opportunities, by matching approaching guests demographic data and property products and services, every time. Fast Forward and Rewind feature allows a hotelier to see a specific staff members pattern and tracking throughout their day of work, allowing efficiency recommendations and exposing those who may not be where they say they are, when they say they were. Connecting your staff and guest's to the Smart Grid can offer many other system integration possibilities, leaving the next smart idea for YOU to Imagine the many ways you can make your SMART hotel work for you.

"Collectively the team at Immersion Technology has been in hospitality for decades. Our desire was to fulfill a need for efficiency, loss / theft prevention and targeted marketing through the use of RFID inside hotels," shared Mark Swanson, President & CEO of Immersion Technology Inc. and Immersion Hospitality Inc. "We followed the patent pending technology, assembled a dedicated team of hotel technology veterans, and are proud to launch Inside Track at HITEC this year," Swanson further commented. "We believe we have dared to introduce a product and a service different than anything currently being offered in hospitality today. What value do you place on enhancing the guest experience to interactive, and staff supervision while increasing visibility for safety, efficiency and productivity for your property" Mark Swanson challenged.

"It is clear the industry is pressing forward and seeking efficiencies in order to navigate the challenges posed by the economy within travel and hospitality. Inside Track puts that kind of power in the hands of the hotelier," commented James Mays, Chief Operating Officer. "Once the property has the grid in place, there is really no limit to what they can do and to what level they can exercise growth" Mays further stated.

"The solution, [Inside Track](#), works with all smart phone devices, ensuring your guests will delight in the experience of a targeted, enhanced, demographically rich stay at your property," Swanson continued.

Our products, services and technologies will always be offered at fair market value. We are sensitive to the market, hotel budgets, and to those who support us. We will continue to develop and seek ways in which we can allow hoteliers the ability to expand beyond what the GRID offers today through established HTNG and OTA standards. We see that the *Inside Track Grid* can be expanded to include a variety of other system vendors, and as such, the hotel will be able to grow the use of their grid far beyond *Inside Track alone*. Be sure to stop by our HITEC booth #235 to get a meet the teams of INSIDE TRACK and ITI - Help Desk.

About Immersion Technology Inc. Immersion Technology Inc. offers [new hospitality technology products and services](#) for the hospitality industry providing customers value for services and products. [Immersion Technology](#) focuses exclusively on hotels and hospitality verticals working to raise the standards by which new product and services are offered, represented and supported within the industry. [Immersion Technology](#), in addition to the launch of *Inside Track*, offers innovative approaches to first call, first tier help desk support and private label Help-Desk services. [Immersion Technology Inc.](#) is the sister company of Immersion Hospitality Inc. who holds a 3-year, NAF Government contract for Help Desk Services spanning 79 Military Lodging Institutions. For more information visit us at www.immersion-tech.com or call us: (702) 233-8212. Facebook: www.facebook.com/pages/Immersion-Technology. Follow us on:  

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