PRESS RELEASE

IDS LAUNCHES FORTUNE iBOOKING FOR HOSPITALITY SECTOR
PROVIDES POWERFUL, DYNAMIC AND INSTANTANEOUS RESERVATIONS ONLINE

India, January 22, 2008: Intellect Data Systems FZ-LLC, global leader in providing integrated IT solutions for the hospitality industry, has announced the launch of Fortune iBooking, a powerful online reservation tool that can be integrated with any hotel's website. The Web Booking Engine provides dynamic and instantaneous reservations for potential guests in real-time, 24/7, from anywhere across the globe. The web engine can be integrated seamlessly with the existing Fortune Enterprise / Express / Genie Property Management Systems. The software is a boon to the hospitality industry as almost all hotels are currently dependent upon traditional booking processes.

Unlike the traditional method by which prospective guests are asked to complete a form and then expected to wait for some time before they receive confirmation on their reservation, the hotel's web booking engine allows the guests to book online instantly. Booking confirmation details are generated immediately and can be printed and/or emailed to the guest's email address. Likewise, guests can log onto the website and amend their confirmed reservations or make cancellations if they so wish.

"With online hotel bookings gaining momentum, the hotel website can be converted into a powerful profit center. Prospective guests can now check real-time online reservation engine surpassing the need for traditional channels. They can query, view, and book at their own pace and leisure and from around the world. A booking engine adds an e-commerce tool to your website. You can simply adapt this for your e-business strategy. Our existing and new clients can benefit hugely from this web booking engine," said Rajesh P. Yadav, General Manager, Sales, IDS Softwares Pvt. Ltd. The company's clients include ITC Fortune Park Hotels, Royal Orchid Hotels, Ramada Hotels and Club Mahindra Holidays of the 1300 plus clientele in their portfolio across the globe.

Apart from being a profit centre in itself, the Fortune iBooking engine ensures that the hotel does not lose out on visitors, reduces administrative, paperwork, and manpower and increases direct hotel-guest interaction. Fortune iBooking can have GDS Connectivity (Optional) with very simple configurations. One can define and control special offers and promotions with a fully customizable 'Look & Feel' as the client may wish.

MORE ABOUT FORTUNE iBOOKING

Features	Corresponding Benefits
Website Integration Fortune iBooking can be easily integrated with your existing Website*	No need to invest in a separate website
Single Page Booking Screen	Easy, no fuss, highly intuitive screen. Easier to use.
Entire page in HTML. No Flash required.	Faster page loading, even for dial-up users. HTML also ensures that the pages are fully searchable by popular search engines like Google & Yahoo
Real-time room availability No Manual element involved in checking of email and confirming the same to the client. 100% automatic and real-time.	Higher Look to Book Ratio (Conversion Ratio - 100%)
Special Rates for Web Bookers Application allows you to specify special rates for the web bookings at the PMS level which will be automatically picked up during the web reservations	Maximize revenues by adjusting (increase / decrease) the offered rates at your wish
Automatic Reservation updation at PMS	No Manual transfers required. Fully transparent to the users. Instant Confirmations.
Customizable look & feel Customize the Reservation Vouchers which can be printed by the Guest upon reservation. The voucher is also emailed to the guest. Website colors & your property logo can also be customized to match your existing website	Booking Screen looks more like an extension of your website rather than a separate site.
Easy Setup	Gets the website up and running in no time
User Registration not required.	Easier booking for the user. Returning guests can also track their bookings without requiring to register on the web-site.
No Database Required at the website level	Lower investment costs. Easy to setup and maintain
Optional Payment Gateway Integration	Ensure 100% confirmed Revenues & bookings
Display Property & Room Pictures Display your property pictures. Can also display the pictures of the selected room.	Provides confidence to the booker and prompts him to book immediately.

	24x7x365 World-wide Reservation Desk
	Increase Revenues through direct booking and reduce dependency on third-party website and subsequently reduce the commissions paid to them
	Increases Guest loyalty

MORE ABOUT INTELLECT DATA SYSTEMS FZ-LLC

Intellect Data Systems FZ-LLC, a subsidiary of IDS Softwares Pvt. Ltd, India, is a global leader in integrated IT solutions for the Hospitality industry. The company, for over twenty years, has been designing, developing, marketing and maintaining a comprehensive range of information management systems enabling businesses of varied sizes, including hotels, restaurants, clubs and resorts. With Regional Sales and Support offices spread across the globe, the company has more than 1300 clients in over 20 countries.

IDS markets its hospitality software products under the umbrella brand 'Fortune Suite of integrated solutions.' The products address multiple aspects of the industry such as, Property Management Systems, Restaurant Management Products, Web based Products (Central Reservation Systems) and Business and Service Enhancement Products. The company's Global R&D Center at Bangalore, India, offers support to its customers 24x7x365. The company also has its regional support centres in Dubai, Qatar, Bahrain, Saudi Arabia and Egypt in the Middle East. Intellect Data System's clients in the Middle East include Ramee Hotels, Dubai Concorde, Marco Polo, Delmond International, Megawish, Swiss Inn, Vera club, Vera Queen Sharm, Vera Club Queen View, Calton-Al-Moibed & ETA Star.

Website: www.idsfortune.com