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FOR IMMEDIATE RELEASE

Finding Datavision at #HITECnola

Datavision participates in HFTP HITEC in Exhibit Hall, Educational sessions, Technology showcase and Exhibitor Tutorials

For Immediate Release

June 13, 2016

Finding Datavision throughout HITEC in Exhibit Hall and Education Sessions

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Welcome to **HITEC**, presented by **HFTP**, the largest tradeshow in the world that is dedicated to Hospitality Technology and where you will see the latest and greatest in technology while meeting some of the most brilliant individuals in the industry. Combine all of that with New Orleans and you have a busy fun filled week of learning and walking. Be sure to bring your walking shoes because on Tuesday, June 21st, the trade show floor will open with over 800 booths and 340 companies. How do you cover it all? Get the floor plan and map it out, what do you need and who do you need to see to get it?

Map your way to Booth #953 for Datavision Business Intelligence!

“Datavision Technologies is proud to be a part of HFTP/HITEC again this year exhibiting for the 20th year”, commented Sudharshan Chary, President of Datavision. “We enjoy being a corporate sponsor every year at HITEC, attending the Annual Convention, the Regional Florida show and supporting the local chapters in our home base of Miami. It is a great opportunity to see many customers, meet friends, attend (a few) educational sessions and network with many people in the industry. ”

In addition to the show floor, look for Datavision throughout the show at educational sessions, exhibitor tutorials, and technology showcase.

Datavision will be participating or sponsoring the following sessions at HITEC 2016:

Monday, June 20: 1:00 – 4:00PM Entrepreneur 20X in the Rivergate Room

All HITEC badges, including exhibits-only badges, will have the opportunity to watch some of the most innovative start-ups the hospitality technology industry has to offer compete in the second annual E20X pitch competition. The start-ups will pitch cutting-edge ideas to a room full of attendees and a panel of 10 expert judges including hospitality CIO's, angel

investors, serial entrepreneurs and industry insiders. Sherry Marek with Datavision is a mentor for some of the participants, meeting them Monday morning.

Monday June 20: Super Session: 2:30 - 4:00PM Disruption in the Digital Marketplace

Datavision sponsors this session. The status quo no longer exists in the digital marketplace. The method in which customers book trips, order room service and travel from location to location has drastically changed and will continue to do so at a rapid rate. How does a hotel adapt and keep pace with the changing landscape? Explore the latest disruptive models in the digital marketplace, gain insight as to how hotels are adapting and understand how these changes may alter legacy players like OTAs, search engines, travels agents and GDS vendors.

Wednesday June 22: Technology Showcase: 8:30 - 9:30AM in the Rivergate Room

Business Intelligence: Achieving ROI Throughout Your Organization

Explore different scenarios within various departments and how then can achieve ROI, using a BI system. Review ways to optimize revenue in many departments: Rooms, Spa, Golf, Ski, Ticketing, F&B and minimize expenses like payroll. Discuss the best approach for implementation of a BI system. Location will be in the Rivergate Room. Speakers: Sudharshan Chary, Sherry Marek, of Datavision Technologies.

Exhibitor Tutorial Session: Wednesday 1:30 -2:00PM on Exhibit Floor end of the 100 Aisle:

"Digging deep into your Data with various Business Intelligence Tools". This session will cover an overview of Business Intelligence, key features to look for when installing the system, key implementation steps for a successful rollout, ways to establish and track ROI on the installation and use of a Business Intelligence system. Speaker: Sherry Marek, Co-Founder and Vice President of Datavision Technologies.

Wednesday 4:00 – 5:00PM: IT Operational Versus Capital Spending

Review real examples of the business analysis required to make the best decisions regarding CAPEX and OPEX spending. Learn techniques for considering the unique position and strategy of your company before going down this road. See how current industry leaders are working out their own strategies to create clear definitions of what is operational versus capital spending at their properties and companies. Sherry Marek will be a member on the panel for this discussion.

Tribute Reception to Honor John Cahill: Wednesday 5:00-6:30PM

Attending HITEC not only allows you to see the latest and greatest in hospitality and hear some of the best speakers in the industry, but it has been said that HITEC is like a family reunion each year. The more years you attend, the more people you meet. Each year, HITEC is a time to look forward to seeing customers, colleagues and friends. Recently, we lost one of those colleagues and friends, John Cahill. John was a respected, honored and very involved member of HFTP and the Hospitality Industry where he had a very profound impact on the growth of technology. A tribute to Honor this "Industry Paragon" will be held Wednesday. Sherry Marek and Sudharshan Chary, co-owners of Datavision, had the honor of working with John in the 1990s at Intercontinental Hotels Group. "We look forward to joining other vendors, HFTP members, and HFTP employees", commented Sherry Marek, "as we toast John and reminisce, celebrating his passion for the industry and sense of humor."

HFTP is donating 100% of the tribute admission to establish the annual John Cahill Hospitality Technology Research Assistantship at the University of Houston, Conrad Hilton College.

Keynote Speakers for HITEC:

Monday – Jer Thorp, Co-Founder, Office for Creative Research will be speaking on Making Data More Human.

Tuesday - Josh Linkner, Hyper - Growth CEO on Entrepreneurial Fire: Think & Act Like A Startup (Even If You're Not)

Wednesday – Johnny Earle, Branding Guru/CEO, Johnny Cupcakes on Viral Business: Inspiring Customer Loyalty

Datavision will exhibit at the HSMAI ROC, a Bronze Sponsor, co-located with HITEC.

The 2016 Revenue Optimization Conference will deliver the insights and expertise you need to develop these skills and talents in yourself and your team while maintaining a focus on the core of the profession: Optimizing Revenue. The conference is organized by HSMAI's Revenue Management Advisory Board.

About Datavision:Experience, Expertise and Customer Care... At Datavision, these are not just clichés - these are the basic rules by which we operate. From our offices in Miami, we have been working within the hospitality industry for many years. Since we work exclusively in hospitality, we have acquired an intimate working knowledge of hotels and resorts and fully understand the unique challenges facing our industry. We love data! We live, eat and breathe data. Our goal is to help our customers corral data that is distributed across multiple systems and provide a 360 degree view of the business - Helping run a more efficient operation. Our clients provide top notch service to their guests by understanding their needs. They expect nothing less from their business partners. Datavision is currently used around the world, including some of the very best resorts and multi-property companies. To learn more about our business intelligence modules, solutions and how our customers use Datavision in their daily operations, please visit our corporate website, www.datavisiontech.com, or contact Bonnie Wise at 1 (954) 299-7184, or [bwise\[at\]datavisiontech\[dot\]com](mailto:bwise[at]datavisiontech[dot]com)