

McLaren International Collaborates with Cisco to Drive the Market for Digital Signage

McLaren International brings compelling digital media and new marketing opportunities to Hotels in Australia with Cisco®

Sydney, 7th January 2008 – McLaren International, a leading provider of technology solutions to hotels, resorts and convention centres in Australia and New Zealand has recently become a Cisco® Registered Partner and has commenced marketing the Cisco Digital Signage solution.

Cisco Digital Signage is a comprehensive solution that offers flexible, centralised management and publishing of compelling digital media across networked, on-premise digital signage displays. It builds on the power of the Cisco Digital Media System, enabling organisations to easily reach guests, customers, employees, and students with high-quality digital media—anywhere, anytime—through both digital signage and desktop video.

This solution enables the creation, management, scheduling, and publishing of multi-media content, including high-definition live broadcasts and on-demand video, across multiple screens in multiple properties in a cost effective and secure manner. This will in turn facilitate significant new marketing and revenue generating opportunities for Hotels including targeted advertising and promotional programming.

Integrated products include the Cisco Digital Media Manager, a web-based central management application, and the Cisco Digital Media Player, a highly reliable IP-based hardware endpoint that handles content display and playback.

Managing director of McLaren International, Matthew White said “We are pleased to add the Cisco Digital Signage solution to our growing portfolio of best-of-breed technology applications. We are also excited about developing a partnership with a company like Cisco, which is renowned for leading the market with robust and scalable technology applications that address real business and technology requirements, among our customer base.”

According to Mr. White, McLaren International scrutinised a number of digital signage solutions in the last 12 months but none met the feature set offered by the Cisco solution and none had the technical backing and support of a company like Cisco.

Jacqueline Colquitt, territory account manager for Cisco Systems said Cisco was delighted to have McLaren International on board as a Registered Partner. “McLaren International has an outstanding reputation in the industry and we are confident that McLaren International’s extensive relationships, coupled with Cisco’s support and technology will prove a successful collaboration for our respective companies and customers alike.”

About McLaren International

McLaren International Pty Ltd, founded in 2004 and headquartered out of Sydney, Australia, delivers a range of “best of breed” technology solutions and services to the hospitality industry. McLaren International’s customers span the worlds leading hotel companies including Accor Asia Pacific, Hilton Hotels and Resorts, Starwood Hotels and Resorts, the InterContinental Hotel Group, Hyatt Hotels and Resorts and Marriott International.

The team of account managers and technology professionals at McLaren International possess

extensive experience in the hospitality and IT&T industries and have selected a range of exceptional applications to supply and support the Asia Pacific hospitality industry.

The McLaren International team has strong relationships within the hospitality industry spanning Asia Pacific, both at corporate and hotel level. The company also holds long-standing relationships with a number of service integrators, Telco's, ISPs and hospitality technology vendors. See www.mclarenint.com for further information.

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