

DirectStreams

DirectStreams' Digital Hub revolutionizes Corporate Marketing & Communication on the iPad with Sofitel

Paris, March 15th, 2011

DirectStreams has developed a revolutionary solution to create and manage Corporate Marketing and Communication content on iPad.

DirectStreams' Digital Hub platform allows for centralized management, creation and distribution of multimedia interactive documents.

Content distribution is made in real time on the iPads of the 120 Sofitel hotels through the «**So Connected**» application which has been developed in collaboration between DirectStreams, the Sofitel Marketing Department & the ACCOR group Innovation Department.

Geoffray Maugin, Worldwide Sofitel Marketing Director:

“Sofitel is always seeking to embrace innovative technology to communicate with its General Managers, ambassadors of our brand worldwide. DirectStreams technology is an additional link which allows us to share, to involve and nourish further our teams to constantly reach higher levels of excellence”

« We have chosen to work with DirectStreams not only for the agility of their development abilities, but also for their knowhow and their delivery excellence »

Thierry Beau, CEO DirectStreams :

*« This global deployment illustrates again **DirectStreams'** technological leadership of and deep trade expertise »*

*Thanks to our « **Digital Hub** » platform, Guest multimedia services are now totally integrated with the Hotels 's Marketing Strategies »*

« Allowing for Guest behavior knowledge as well as real time adaptation of services offered to guests, our platform is a true technological breakthrough delivering high value add to Hospitality »

About DirectStreams

With thousands of rooms installed & managed by his “**Digital Hub**” platform, DirectStreams is the world leader in Guest Multimedia Hospitality solutions using **Apple's** technology.

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For Immediate Release

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About Sofitel

Sofitel, World Class Hotels & French Elegance

Sofitel is the only french luxury hotel brand with a presence on five continents with 120 addresses, in almost 40 countries (more than 30 000 rooms). Sofitel offers contemporary hotels and resorts adapted to today's more demanding and more versatile consumers who expect and appreciate beauty, quality and excellence. Whether situated in the heart of a major city like Paris, London, New York, Shanghai or Beijing, or nestled away in a country landscape in Morocco, Egypt, French Polynesia or Thailand, each Sofitel property offers a genuine experience of the French " art de vivre".

Discover Sofitel on www.sofitel.com

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DirectStreams SAS au capital de 74.000 €

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