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## **SynXis® provides Dynamic Pricing by integrating with IDeaS V5i™ Revenue Management Solution**

***RedX® Property Connect enables hotels to set Best Available Rate  
using arrival date and length of stay from IDeaS V5i™***

MINNEAPOLIS, MN AND SOUTHLAKE, TX – APRIL 4, 2007 –IDeaS, the leading provider of hospitality revenue optimization solutions and one of America’s fastest growing technology companies and SynXis the Sabre Holdings company that provides reservation distribution technology globally, announce the completion and joint certification of integration between SynXis’ RedX Distribution Management System and the IDeaS V5i revenue optimization solution. Both ASP solutions are true web-native products giving this interface the unique advantage of operating directly from one system to the other without the need of any additional software at the property.

The successful completion and deployment of the integration ensures that users of RedX benefit not only from IDeaS’ industry-proven Last Room Value revenue management control, but also its industry standard-setting Best Available Rate pricing decisions. IDeaS’ dynamic pricing is sent to RedX by arrival date and by length of stay, giving hotels complete control to optimize their revenue.

“SynXis is an ideal technology partner. They have a solid track record in delivering state-of-the-art applications and business solutions to the industry,” said Linda Hatfield, IDeaS Vice President, Product Management. “By working together, we enhance the value of our respective solutions for our joint clients.”

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## SynXis provides Dynamic Pricing with integration to IDeaS V5i Revenue Management Solution

Tom Murray, Vice President of Technology for SynXis, affirms: “The IDeaS V5i ASP solution is a perfect fit for RedX. It supports our goal of enabling our customers to choose the best-of-breed vendors and seamlessly integrating the functionality with ours. Dynamic pricing is a powerful tool and we are thrilled to be able to offer it to our customers with this interface.”

### **About SynXis**

[SynXis](#), a Sabre Holdings company enables hotels to maximize revenue and reduce costs through innovative, market-driven technology combined with outstanding customized support. The RedX™ Distribution Management System, at the solution's core, empowers hotel operators to consolidate and manage hotel inventory from all sources -- seamless GDS connectivity, popular Internet travel sites, private-label central reservations systems, and full-service hotel Web sites. It also helps hotels build revenue by enabling them to independently manage each distribution channel from one easy-to-use control center. SynXis operates full-service call centers in North and South America offering private label reservation services to hotels around the world. SynXis is the technology source for more than 8,400 hotels, bed and breakfasts, resorts, and destinations, including, Harrah's, Interstate Hotels & Resorts, Millennium Copthorne, Destination Hotels & Resorts, and Jumeirah Hotels.

SynXis' corporate headquarters is in Southlake, Texas, with offices in Denver, Boston, Amsterdam, Singapore and Montevideo. For more information on SynXis and its products, please call +1-682-606-4000, e-mail [info@synxis.com](mailto:info@synxis.com), or visit our Web site at [www.synxis.com](http://www.synxis.com).

### **About IDeaS**

[Integrated Decisions and Systems, Inc. \(IDeaS\)](#) is the leading provider of hospitality focused pricing and revenue optimization solutions. IDeaS products offer award-winning technical innovation paired with unsurpassed personalized support. Our products are specifically designed to provide hoteliers with a clear vision to their data, thereby giving them greater control over their business.

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IDeaS primary market focus is the global hospitality industry. The Company's clients include some of the most-prestigious companies in the world, including InterContinental Hotels Group, Hyatt International, Hilton International, Mandarin Oriental Hotel Group, Millennium Hotels and Resorts, Mövenpick Hotels and Resorts, Shangri-La, Kempinski, Conrad Hotels, Universal Orlando, Travelodge UK, Steigenberger Hotels and Resorts, The Venetian Resort Hotel Casino, Vail Resorts and Gaylord Entertainment properties, such as Gaylord Opryland.

Headquartered in Minneapolis, Minnesota, IDeaS maintains global technology, support and sales offices in North America, the United Kingdom, Europe, Australia and Asia. For more information, visit [www.ideas.com](http://www.ideas.com) or call +1 952 698 4200.

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