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IdeaS Demonstrates the Latest Version of Its Revenue Optimization Solution during Upcoming ITB 2007 in Berlin

MINNEAPOLIS & MUNICH – MARCH 5, 2007 – IDEaS, the leading provider of hospitality revenue optimization solutions and one of the industry's fastest growing technology companies will demonstrate the latest version of its revolutionary ASP Revenue Management Solution during [ITB 2007 in Berlin](#).

Newest developments include enhancements to modules such as Dynamic Pricing and Best Available Rate (BAR), Channel Management Integration, Clustered and Central Yielding as well as added features to the Group Evaluation and Group Pricing.

Linda Hatfield, IDEaS Vice President Product Management comments: "Assisting hotels and hotel groups through our Best Available Rate Module to select the correct price taking into consideration what the competitive set and the market is doing, has really changed the way hotels do business in the area of dynamic pricing. Our unique ability to combine data from Rate Shopping Systems with our scientific optimization engines to determine the BAR plan by Length of Stay for each arrival date puts tremendous control into the hands of our clients."

Uli Pillau, Managing Director for IDEaS in EAME adds: "During the past 12 months we have seen an unprecedented demand for our Revenue Optimization Systems. The large number of hotel chains, groups and individual hotels we are rolling out clearly demonstrates that the hospitality industry recognizes the value IDEaS adds to the business and operations.

– more –

By providing our clients with the industry's leading online training program in addition to our highly regarded support team, we ensure the success of each of our clients. ”

The upcoming week will see two of the most important hotel conferences and events happening in Berlin. Monday March 5th until Wednesday March 7th the Hotel Investment Conference will take place, and from Wednesday March 7th until Sunday March 11th the International Tourism Bourse (ITB) will open its doors. ITB is the world's largest industry fair and will receive 10 thousands of hoteliers and visitors. IDEaS will again be represented with a booth (Hall 8.1, Booth 110) where the latest version of the IDEaS Revenue Optimization will be available for demonstration.

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.

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 or call +1 952 698 4200.