The LaGuardia Plaza Hotel, Flyte Systems Partner to Develop Event, Travel, Amenity Display

Flyte Systems Airport Displays

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- Flyte Systems

Propertys Display Gives Guests Airline Schedules for LaGuardia and JFK, Local Attractions, Hotel Promotions and Meeting Wayfinding

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The LaGuardia Plaza Hotel partnered with Flyte Systems to launch a new Travel-Event-Amenity display that provides guests with flight information, combined with property events, promotions, and area activity announcements. Flyte Systems supplies online Event Portal content that alternates airline departures for LaGuardia and John F. Kennedy International Airports with time-sensitive property-configurable content and local attractions to keep on-the-go travelers informed.

Flyte Systems is the leading provider of cost effective airport travel information displays and digital signage content for the hospitality, corporate training centers, digital signage, convention center industries and related businesses. Click here to request information on Flyte Systems' airport travel and guest information services.

"Keeping our guests connected lies at the heart of everything we do – which is why our hotel is ideal for millennial travelers who fly to New York at either LaGuardia or JFK International Airports. To offer our guests an exceptional stay, we partnered with Flyte Systems to integrate their real-time flight information and departure displays for both airports with our existing property travel boards and NYC-specific content," said Nicole L. Ream, Regional Director of Sales and Marketing for Synergy Hospitality, Inc., the property's management company, which has one other property that uses Flyte Systems. "We recently re-launched our brand to emphasize our hotel's ability to connect guests with their destination and to the boroughs of NYC and everything they have to offer. Partnering with Flyte Systems will allow us to deliver on our promise of a wonderful hotel experience with total connectivity."

Flyte Systems developed an Event Portal platform for LaGuardia Plaza that enabled the property to display time-specific property activities, meetings with wayfinding, and promotions that automatically update when appropriate. "We wanted to include airport departure information on our property display, and Flyte Systems had a great reputation," said Ream. "They helped us create our event board so we can enter many coming property events and NYC activities anytime. Future events are held in a secure database until they are needed. The system displays and removes them based on the dates we specify. This saves us time and guests benefit from current information; plus guests can see flight departures for both airports."

"The LaGuardia Plaza Hotel delivers exactly what active millennial travelers want, which is information in real-time," said Scott Triphahn, Flyte Systems VP. "In one place, the property combines flight information for both NYC airports, property events and wayfinding, cool promotions, and comprehensive information on the kinds of local activities people come to New York to experience. Today's travelers don't like to wait, so when things happen Flyte Systems and LaGuardia Plaza Hotel are there to keep millennials informed, aware of their options.

Flyte Systems provides low-cost, real-time flight information
Flyte Systems' suite of products that serve the traveling public includes:

- FlyteBoard is a wall, floor, or ceiling-mounted flat panel screen for lobbies, restaurants, bars, and other public areas. FlyteBoard displays flight information for one or more airports.

- FlytePass combines FlyteTouch with free, secure boarding pass printing. It is available as a standalone unit, or neatly packaged in either an all-wood kiosk or an integrated metal kiosk to match your décor.

- FlyteTouch enables individual guests to search flight information using an interactive touch screen that displays real-time flight arrivals and departures for one or more airports.

- FlyteChannel permits guests to view live airport flight information conveniently and comfortably from their in-room television.

- FlytePad is a mobile-ready service that delivers real-time airline information via the iPad.

- EventDisplay displays user-configurable meetings and events on screens shared with flight information or on its own dedicated screen.

- EventChannel shows property events and specials on the guest's TV.

- AmenityBoard lets hotels display profitable amenities anywhere.

- InfoBoard is a cost-effective touch screen display that saves labor, provides greater guest service, and generates revenue with flight information and so much more.

Many hotels and resorts also use Flyte Systems' applications to increase revenue with innovative marketing approaches for distressed travelers. For tips on how to generate revenue by providing guests

with Flyte Systems airline information, please log on to the Flyte Systems website at www.flytesystems.com.

About Flyte Systems

Flyte Systems is a division of Industrial Television Services (ITS), based in Chicago. ITS is a leading digital signage solutions company with more than 50 years of experience specializing in real-time information delivery. Flyte Systems was formed in 2007 to offer real-time, web-based travel technology solutions. Flyte Systems provides subscription-based, environmentally responsible airport flight information and digital signage displays for the hospitality, convention center, and digital signage industries and related businesses. The company's solutions deliver accurate, instant, airport-centric updates of flight information – not just FAA-provided departure times that may be inaccurate when there is a ground delay. Flyte Systems solutions enable properties to differentiate themselves and boost repeat business with 'glance-and-go' content and property promotions. Its products use Energy Star-compliant digital displays to help significantly reduce energy consumption and eliminate unnecessary trips to the airport. Clients include Marriott, Hyatt, Hilton, Starwood, Westin, IHG, Days Inn, Hotel Sofitel, independent properties, convention centers, and transportation centers.

About LaGuardia Plaza Hotel

LaGuardia Plaza Hotel, is a newly renovated independent 358-room hotel located minutes from LaGuardia Airport that offers travelers and tourists a pleasant stay, combined with convenient access to-and-from LaGuardia Airport and local destinations. In addition to standard amenities, LaGuardia Plaza Hotel features a Business Center with 12,500 square feet of meeting space, a heated indoor pool and Jacuzzi, on-site restaurants, health and fitness center, complimentary Wi-Fi and a free shuttle service to LaGuardia Airport, LaGuardia train station and Queens Center Mall. For more information, please visit: www.LaGuardiaPlazaHotel.com

About Synergy Hospitality

Based in Suburban Philadelphia, Synergy Hospitality manages extended-stay, limited-service and full service hotels throughout the Mid-Atlantic. Every decision made is based on increasing the value of our managed hotels. We believe the most critical element in enhancing the value of a hotel is to develop a passionate and motivated team that understands and lives by the core values we collectively maintain. Our experience proves how developing a successful culture leads to an extraordinary guest experience. For more information, please visit: www.SynergyHotels.com

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