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FOR IMMEDIATE RELEASE:

Bartech Introduces the Neotray, a Convenient New Spin on Profit-Generating Automatic Minibars

New automatic and fully customizable in-room tray allows hotels a convenient way to offer non-refrigerated products to their guests and maximize room revenue

LAS VEGAS — JUNE 19, 2013 — Bartech, the leader in automatic minibar solutions for the global hospitality industry, announces the introduction of Neotray, an innovative new in-room point-of-sale device that allows hotels to automatically post charges in real time to the Property Management System (PMS). The Neotray provides hotels with a simple and convenient method of offering in-room, non-refrigerated products to their guests.



The Neotray accurately adds charges to the guestroom folio upon consumption. All consumed items can be tracked through Bartech's proprietary management software, making refilling more efficient while reducing overhead costs and generating additional revenue. Because Neotray is a cost-effective alternative to the traditional refrigerated minibar, it helps to increase ROI and maximize profit for the hotel. It also allows hoteliers to reduce the price of minibar items, if they would like to offer more affordable amenities to guests, thereby increasing customer satisfaction and loyalty.

The Neotray's see-through lid unlocks automatically upon check-in. With three rows of five sensors available, the products offered can be customized to the hotel's preference, and can include five 375ml bottles or fifteen stand-up items—or any combination of the two. Hotels have the ability to change the

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product configuration at any time through the Bartech Management Software and the Neotray updates automatically.

With Bartech's advanced automated technology, fee disputes at check-out are greatly reduced. Guests who do not consume products from the Neotray need not be bothered by the minibar attendant during their stay, since staff is automatically alerted only when an item is consumed. In addition, product expiration dates are easily tracked, so that they can be replaced as needed and guests need not be exposed to expired items.



"In the industry today, it is commonly thought that in-room services can be more of a hassle than they're worth for hotels that are trying to maintain a specific level of quality and integrity—especially when it comes to additional fees," says Bartech CEO Mario Agrario. "The Neotray allows hotels to uniquely customize the in-room products they would like to offer to their guests, with the promise of an accurate bill of sale at the end of their stay. This also allows hotels to generate additional profit, while offering a convenient and valuable guest service."

Bartech is known for its reliable expertise and energy management technology in automatic minibars, and the Neotray is no exception. The Neotray requires only an AC power outlet. Because data is sent from Neotray's built in wireless ZigBee antenna, the property incurs no additional infrastructure expenses in order to implement the system.

An additional feature Bartech offers is the ability for hotels to fully customize the outside look of the Neotray, in order to have it fit seamlessly with the room's design. Hotels choose their window, whether clear, tinted, or frosted, with the option of printing a logo or description. The side choices available are virtually endless, with options including any solid color, leather, mirror, stainless steel, cloth, or any wood veneer. Bartech will even match an exact wood type upon request. Lastly, hotels can customize the top handle with any solid color of their choice.

Bartech will be showcasing Neotray at HITEC 2013 taking place in Minneapolis, June 25-27. Visit Bartech's **Booth #530** at the Minneapolis Convention Center for a demonstration of the Neotray, along with more of Bartech's state-of-the-art automatic minibar software and products.

For more information about Neotray and Bartech's comprehensive range of automatic minibar solutions, please contact Bruno Agrario at +1-702-335-2318, email bruno@bartech.com or visit www.bartech.com.

About Bartech | For more than 20 years, Bartech has been a pioneer and a leader in the field of minibar design and technology for the global hospitality industry. Since introducing the world's first open-display automatic minibar, Bartech has developed a stellar reputation as the provider of the industry's most powerful and sophisticated solutions to manage hotel minibar operations. With hundreds of thousands of minibars installed in more than 60 countries, Bartech has been selected by many of the most prestigious hotel chains and independent properties worldwide. With an in-house R&D department and worldwide customer support, Bartech is dedicated to continuously enhancing product design, software and system integration with the latest technologies, in order to meet the growing needs of the industry for increased profit and efficiency. For more information, please visit www.bartech.com.

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