



**For Immediate Release**

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## **IQrez Mobile Application**

*State-of-the-Art Booking in the Palm of Your Hand, Now with  
More Functionality*

**DEERFIELD BEACH, FLA. — July 27, 2012** — IQware continues to take online booking to the next level with what might be its most accessible state of the art booking engine yet — the **IQrez Mobile** application, now featuring more functionality. By taking the best of what IQrez has to offer and boiling it down to an easy-to-use mobile optimized version for popular devices like smart phones and tablets, the **IQrez Mobile** booking engine becomes a portable booking agent — and much more.

Guests no longer need be tethered to computers to connect with hotels, resorts, condo-hotels, timeshares and vacation rentals. They can book rooms, check rates, learn about special promotions and even find their way to a property’s location “on the fly” — from anywhere they can connect to the Internet using their mobile devices.

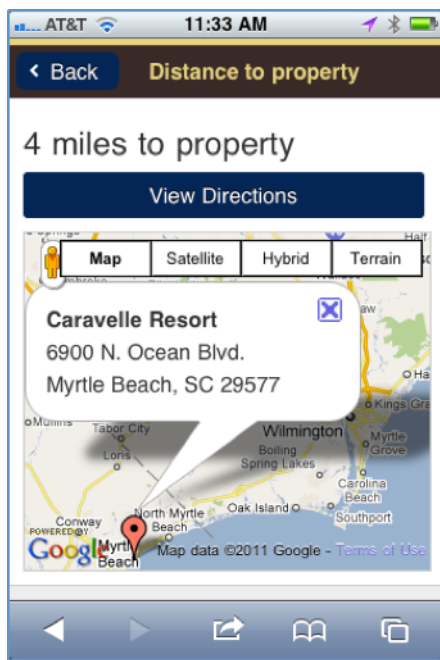
In a global marketplace fueled by convenience and portability, **IQrez Mobile** keeps your hospitality business ahead of the curve by supplying you and your customers with functionality that’s as user-friendly as it is customizable. **IQrez Mobile** applications represent more ways that IQware can provide its partners with the best visibility across multiple online channels.

*“IQrez Mobile provides an ideal consumer experience,  
helping hospitality better find, book, host, know  
and keep clients — anywhere, anytime.”*

— Francois Greffard, IQware’s VP of Operations

## What can **IQrez Mobile** do for YOUR CUSTOMERS?

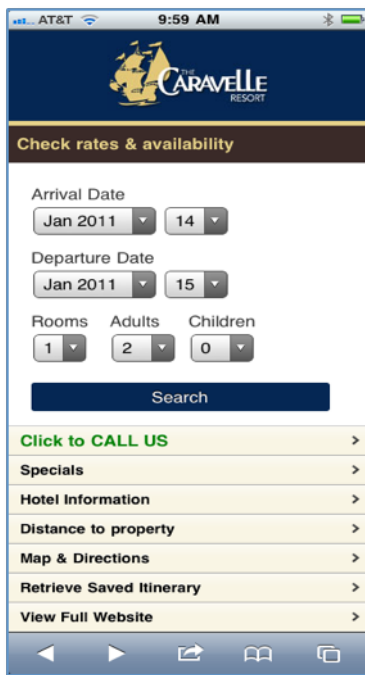
- ✓ **Mobile Device Auto-Detection** — When a customer accesses the IQrez booking engine from a mobile device, **IQrez Mobile** automatically detects it and redirects them to the mobile version of the engine. They don’t have to learn how to find IQrez — it finds them!
- ✓ **Secure Online Booking** — In addition to browsing available accommodations and services in real-time, **IQrez Mobile** allows customers to securely book stays in real-time.
- ✓ **Location-Based Services** — With its “Distance to Property” option, **IQrez Mobile** can provide customers with an interactive map showing the location of a property and a link to view directions. Based on each customer’s physical location, this option will even display the distance (miles) to the property.



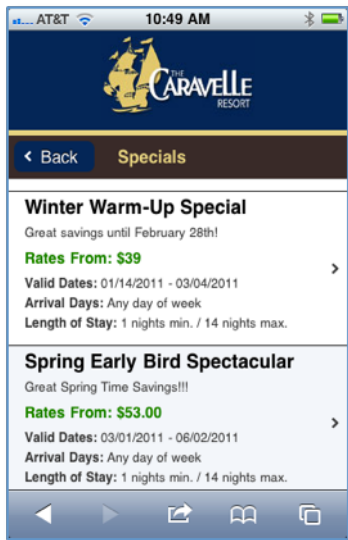
- ✓ **Save & Print Feature** — Potential customers can save itineraries for later reference as well as email them to friends and family.

## What can **IQrez Mobile** do for YOU?

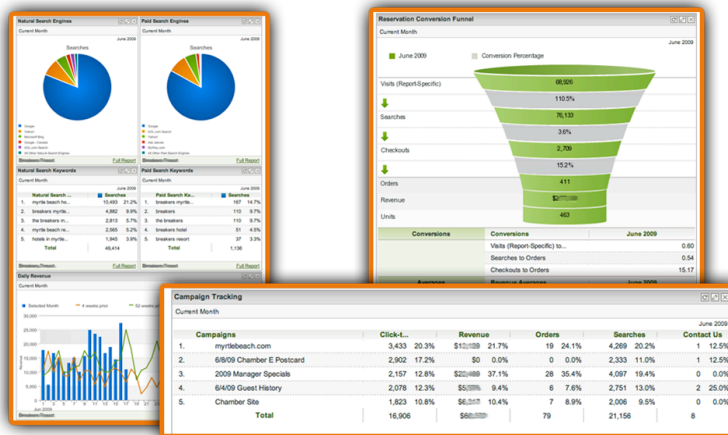
- ✓ **Style Sheets for Customizable Design** — Employing a CSS layout, the **IQrez Mobile** search allows hospitality properties'/companies' Web developers the capability to customize the look and feel of the booking engine to suit their needs. Owners/Operators can customize:
  - Header/footer files;
  - Background color/images;
  - Borders, tables and dividers;
  - Font color, size and style; and
  - Buttons and form fields.
- ✓ **Site Integration Including Custom Domains** — The **IQrez Mobile** booking engine can be branded to match the look and feel of virtually any website. Customers won't be confused by mismatched interfaces when booking because the booking engine will look like a natural extension of each property's/company's branded site.



- ✓ **Built-In Promotion Pages with Custom Grouping** — Communicating revenue-boosting promotions to customers is easier than ever when they can access information on **IQrez Mobile's** customizable, built-in promotions page.



- ✓ **Full Property Management System (PMS) Integration — IQrez Mobile** provides real-time access to inventory, rates, restrictions and much more — empowering hospitality property owners and operators to optimize revenue and margins.
- ✓ **Google Analytics & Omniture Integration** — Omniture integration provides hospitality properties and companies with data related to which online marketing sources are best converting reservations for them. Hospitality professionals can better understand their online sales cycles, most popular specials and conversion statistics with **IQrez Mobile**'s easily accessible data.



- ✓ **Complete Facebook Compatibility** — With **IQrez Mobile**, IQware empowers hoteliers with the best visibility across multiple channels on the Web, including social media. **IQrez Mobile** works seamlessly with the IQrez Facebook application so hoteliers can allow guests to view and book stays directly from hospitality properties'/companies' Facebook accounts.

***“IQrez Mobile dramatically increases the speed and ease-of-use of making reservations by doing just about everything IQrez does — from any Internet-enabled mobile device.”***

**— David Perkins, IQware President & CEO**

## **About IQware**

Deerfield Beach, Fla.-based IQware has been “Helping Hospitality Partner With Intelligence<sup>SM</sup>” for more than 25 years. Today, more than 5,000 end users utilize IQware software to help best market and manage more than 120,000 units generating more than \$3.5 billion in gross room revenue annually. IQware brings with it more than 300 years of combined experience managing hospitality properties and developing and supporting related software. “Built By Hoteliers For Hoteliers,” IQware’s Global Property Management System and more than two dozen add-on modules optimize operations at properties of all types — limited- and full-service hotels, resorts, vacation rentals, condo-hotels and timeshares — and all sizes — from regional hotel chains to multi-property management companies to small independent. IQware is Your Single-Source Technology Partner through ongoing customized training, user-driven technology development, 24x7 support and lifetime software upgrades. Looking for a competitive edge? Look no further. IQware “Helps Hospitality Better Find, Book, Host, Know & Keep Clients.” IQware solutions offer numerous ROI-generating tools including e-marketing, five-tier yield management, IQrez (Web reservations), packages, loyalty point, social media tools, etc. Because IQware’s Global Property Management System has served as the heart of so many hospitality operations for more than a quarter century, today IQware also can provide the lifeblood for Point Of Sale, Sales & Catering, Online Reservations, Asset Protection, Spa Management, Marina Management, Central Reservations System and e-CRM (electronic Customer Relationship Management). IQware takes technology partnering to a new level. Just ask our ever-expanding family of clients conducting business in two dozen countries. For more information, visit [www.iqwareinc.com](http://www.iqwareinc.com) or call (877) 698-5151.

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