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Holiday Inn Express Duncan, OK, Opening with Mobile Key by OpenWays Wednesday, September 19, 2012

The newest and most modern hotel in southern Oklahoma opens this month in Duncan, and it will soon be the first in the Sooner state to enable guests to bypass the front desk process and unlock their room door with their mobile device. Conveniently located off Highway 81 at 1520 Apollo Dr., the Holiday Inn Express Hotel & Suites Duncan will give travelers the option of using any mobile phone to serve as a room key for their entire stay. The 80-room hotel (which includes 37 suites) is owned and operated by Apollo Hospitality Firm of Ardmore, Okla.



Holiday Inn Express Hotel & Suites

"Guests of the Holiday Inn Express Hotel & Suites Duncan will experience luxurious accommodations and a plethora of amenities, one of which will be a smooth transition from the lobby to the guestroom thanks to the mobile key service by OpenWays," said Mitesh Patel, Apollo Hospitality Firm vice president and chief financial officer. "We believe in giving guests choices. When we implement mobile key, travelers will be able to choose between stopping at the front desk to pick up a room key or bypassing the process altogether and transitioning directly their rooms. When guests register online for the mobile key service, the hotel will send an encrypted and highly secure acoustic room key to their cell phone. It's the type of self-service convenience that today's travelers are demanding.

"By getting to their rooms quickly, guests can begin enjoying the accommodations and amenities that our beautiful new hotel has to offer, from extra spacious rooms with plush bedding, in-room microwave/refrigerator and flat panel TVs to a hot breakfast, indoor pool, business center, fitness area and meeting facilities," Patel said. "Our guests' first impressions will reflect expediency and hospitality, removing any obstacles that could potentially detract from their experience while greeting each guest with a warm, and welcoming smile."

OpenWays uses a Crypto Acoustic Credential™ (CAC™) and text messaging to securely deliver a unique acoustic key to the guest anywhere in the world. The CAC™ solution can be retrofitted to the major electronic locks on the market. It is compatible with all 6.5 billion mobile phones in the world, including all cell phone network technologies (GSM, UMTS, CDMA, 3GCDMA, 4G, LTE, WIMAX...) and ALL Mobile OS standards (Blackberry, Apple iPhone, Symbian, Google Android, JAVA J2ME, Microsoft Windows mobile and more).

A mobile key app will also be available to guests allowing smartphone users to securely obtain their room number and room key by simply pressing an icon on their intelligent device. ALL smartphone operating systems, including Apple iOS, Android, BlackBerry, Windows Mobile, Windows Phone 7, J2ME, Symbian OS, Brew, MeeGo, and Bada, can facilitate the mobile key app.

"Duncan's economic climate is strong, and it is the ideal community to attract travelers visiting for business and pleasure," said Andrew Sanders, OpenWays Vice President of Business Development. "Every guest carries a cell phone. Therefore, adding a mobile key option for travelers that provides a self-service 'direct to room' alternative to use a mobile device as a room key is critical to enhancing service and maintaining loyalty. Ultimate service is about offering freedom of choice and options to guests – and increasingly guests are choosing to exploit the mobile technology in their hands rather than wait in line to collect a traditional plastic key card.

"We are delighted that yet another hotel in North America is opening its doors with mobile key by OpenWays," Sanders said. "We are equally as thrilled to be working with Apollo Hospitality Firm which is known for providing exceptional guest relations and high-end accommodations to travelers." High ethical standards and integrity to ensure success of the firm.

About Apollo Hospitality Firm

## Holiday Inn Express Duncan OK Opening with Mobile Key by OpenWa

### ABOUT APOLLO HOSPITALITY FIRM

Apollo Hospitality firm has now grown into a multi-million dollar hotel firm. Vasant Patel, President and CEO of the company, started with only dollars in his pocket and today owns and operates a number of hotels around the southern region of the United States. With the corporate office based out of Ardmore, Oklahoma, Patel's firm is highly governed and managed by three operating principles: Corporate Governance, Internal Business Model, and Guest Satisfaction. Visit <http://www.apollohospitality.net>.

### About OpenWays

OpenWays is a global solutions provider of mobile-based access-management and security solutions. With offices in Chicago, Las Vegas, Seoul and in Europe, OpenWays provides technology solutions allowing for the secure issuance and delivery of access rights and keys processed via any cell phone operating on any network. The OpenWays solution is truly unique as it is built on the concept of credential dematerialization. The OpenWays mobile room key solution works on ALL the 6.5 billion cell phones in service in the world today. For more information, please contact Andrew Sanders at (732) 707-1869 or email [asanders@openways.com](mailto:asanders@openways.com). More information can be found by visiting [www.OpenWays.com](http://www.OpenWays.com).

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