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InfoValue enhances IPTV and Interactive Video Solution at Pechanga Resort & Casino

ELMSFORD, N.Y. — June 21, 2011. — InfoValue Computing, Inc. (InfoValue), experts in providing innovative, interactive IPTV platforms and solutions, today announced an upgrade to the latest version of its in-room IPTV platform at the Pechanga Resort & Casino in Temecula, CA. This luxury property, now offers guests an IP-based HD television experience along with advanced personalized interactions with the IPTV system.

Working with Bally Technologies, InfoValue has upgraded the branded Bally TV™ in-room video solution to support customized marketing messages, cross-promote casino and resort amenities and events, and provide guest access to player's club account information and features. Additionally the IPTV system integrates with Bally's CoolSign® media-management technology that provides targeted messages customized with the individual guest's name directly to the Bally TV displays.

“The upgrade at Pechanga is a significant milestone for InfoValue SuiteTV and Bally TV in the Casino Resort market. Adding the integrated player's club access and CoolSign messaging to the previously installed advanced IPTV services such as network-based Personal Video Recording (nPVR) and Time-Shifted TV (TSTV), extends the interactive capabilities between the hotel and the guest,” said Aubrey Flanagan, vice president of business development at InfoValue. “We are delighted to collaborate with Bally Technologies and Pechanga on this next generation upgrade and look forward to future advanced gaming interfaces for the guest room,” Flanagan added.

“It has been exciting and rewarding to partner with InfoValue and Pechanga to enable the casino resort's guests to access key player's club information and important messages about Pechanga's amenities from the comfort of their guest rooms,” said Matthew Olden, Product Manager for Multi-Media Solutions for Bally Technologies. “The combination of Bally TV and Bally CoolSign is a powerful new way to enhance customer service and patron communication through InfoValue's outstanding in-room TV solution.”

InfoValue SuiteTV is a leading edge IPTV solution tailored specifically for the hospitality industry. InfoValue SuiteTV offers personalized guest services ranging from high-quality HDTV VOD to network-based personal video recording (nPVR) and time-shifted television (TSTV). By leveraging the award-winning InfoValue QuickVideo™ platform, InfoValue SuiteTV is uniquely positioned to support hotels to incorporate “quadruple play” services — delivery of TV, video, voice, and data — into their own service and information portal over the converged IP network infrastructure to simultaneously generate new revenues, increase occupancy rates, and reduce operational expenses.

More about InfoValue is available at www.infovalue.com.

About InfoValue

Founded in 1994 and experts in providing comprehensive IPTV platforms and solutions, InfoValue is recognized for innovations and advances in IPTV technology that has set the pace in performance, scalability and intelligence. InfoValue QuickVideo™ IPTV platform is based on a standards-compliant, open architecture that is optimized with innovative, patented technologies. InfoValue QuickVideo, which is currently being used by telecommunication carriers, corporations, governments, educational institutions, hospitality providers, and broadcasters around the world, offers interactive video-on-demand and video multicast capabilities, as well as integrated video indexing, distributed video caching, server clustering, and video service management capabilities. InfoValue delivers turnkey IPTV solutions for specific industries, including InfoValue SuiteTV for hospitality, InfoValue BizTV for training and communications, and InfoValue NextGenTV for residential. InfoValue's corporate headquarters is located at 4 Westchester Plaza, Elmsford, NY 10523. More information on InfoValue and its products and services is available at www.infovalue.com, via e-mail at info@infovalue.com, or by phone at (914) 345-5980.

About Bally Technologies, Inc.

With a history dating back to 1932, Las Vegas-based Bally Technologies designs, manufactures, operates and distributes advanced gaming devices, systems and technology solutions worldwide. Bally's product line includes reel-spinning slot machines, video slots, wide-area progressives, and Class II, lottery and central determination games and platforms. As the world's No. 1 gaming-systems company, Bally also offers an array of casino management, slot accounting, bonusing, cashless and table management solutions. For more information, please contact Laura Olson-Reyes, Director of Corporate Communications, at 702-584-7742, or visit <http://www.ballytech.com>.