



**For Immediate Release:**

**iHAMMS® Direct**

**Providing Hotels Direct Connectivity  
From PMS Systems & Loyalty Programs  
to the World's Airlines**

**Orlando, Florida, USA – 21 February 2008** - Marker InfoComm Inc, the world's largest independent provider of software tools to hotels for airline Frequent Flyer Program (FFP) administration, is pleased to announce the release of iHAMMS® Direct - its newest solution specifically designed for connecting existing hotel Property Management Systems (PMS) and CRM/Loyalty Programs directly to the world's most popular Frequent Flyer Programs.

Ease of use is cited as the most important factor in iHAMMS® Direct soaring popularity. This cutting-edge tool allows hotels to collect customer stay data for FFP programs using existing in-house systems.

Once the data is collected with this tool, it is uploaded directly to iHAMMS® powerful servers where it is connected to over 35 of the world's most popular FFP Programs. iHAMMS® tools currently provide FFP connectivity for over 2000 hotels worldwide.

Kirk Stephens, CEO of Marker InfoComm said, "One of the biggest challenges facing hotels as they try to manage their FFP partnerships is that each airline is very different in terms of the way they want data handled. Many hotels are still operating legacy systems that have difficulty communicating with airline systems and even with systems at other hotels in their own chain. Our powerful tools work either with or around PMS systems and CRM/Loyalty Programs. We solve the platform disparity problems throughout the whole process by presenting one way for hotels to collect data for connection to any airline in the world."

The release of iHAMMS® Direct adds another advanced software tool to Marker's existing line of Frequent Flyer Program management solutions including iHAMMS® Online and iHAMMS® FrontDesk.

All iHAMMS® software features a state-of-the art promotions engine that allows multiple types of promotions structured for each airline partner. It also greatly increases the accuracy of calculating miles/points for extraction, allowing easy identification of each transaction, including promotional mileage transactions.

iHAMMS reconciles every transaction sent to an FFP program for accurate hotel billing and accounting.

Marker InfoComm's iHAMMS® clients include Althoff Hotels & Residences, Copthorne Hotels and Resorts, Coral International Hotels, Hotel JAL City, Kokua Hospitality, LLC, Le Meridien Hotels and Resorts, Lindner Hotels and Resorts, Millennium Hotels and Resorts, New Otani Hotels, Nikko Hotels International, The Leading Hotels of the World, and WORLDHOTELS.

**For more information visit <http://www.ihamms.com> or contact Mary Grieder at +1.407.754.9739 or [mgrieder@markerinfo.com](mailto:mgrieder@markerinfo.com)**