

## Press Release

### **FastBooking Engine Lux: Smart new features along with improved ergonomics and design**

*The full power of FastBooking Engine Lux unveiled! The Booking Experience has been fully reviewed and optimised with the addition of new features to merchandise hotel offering further and the launch of brand new booking pages.*

**Paris—September 18, 2012—FastBooking**, one of the world's leading online solutions providers for the hospitality industry, announces exciting enhancements to FastBooking Engine Lux, the industry's highest conversion online hotel booking engine.

"We are constantly innovating and improving FastBooking Engine Lux. With the latest additions detailed below we are happy to present the market's most advanced online Booking Engine including superior merchandising and best in class user experience throughout the booking process." says Damien Balbo, FastBooking Products & Services Director.

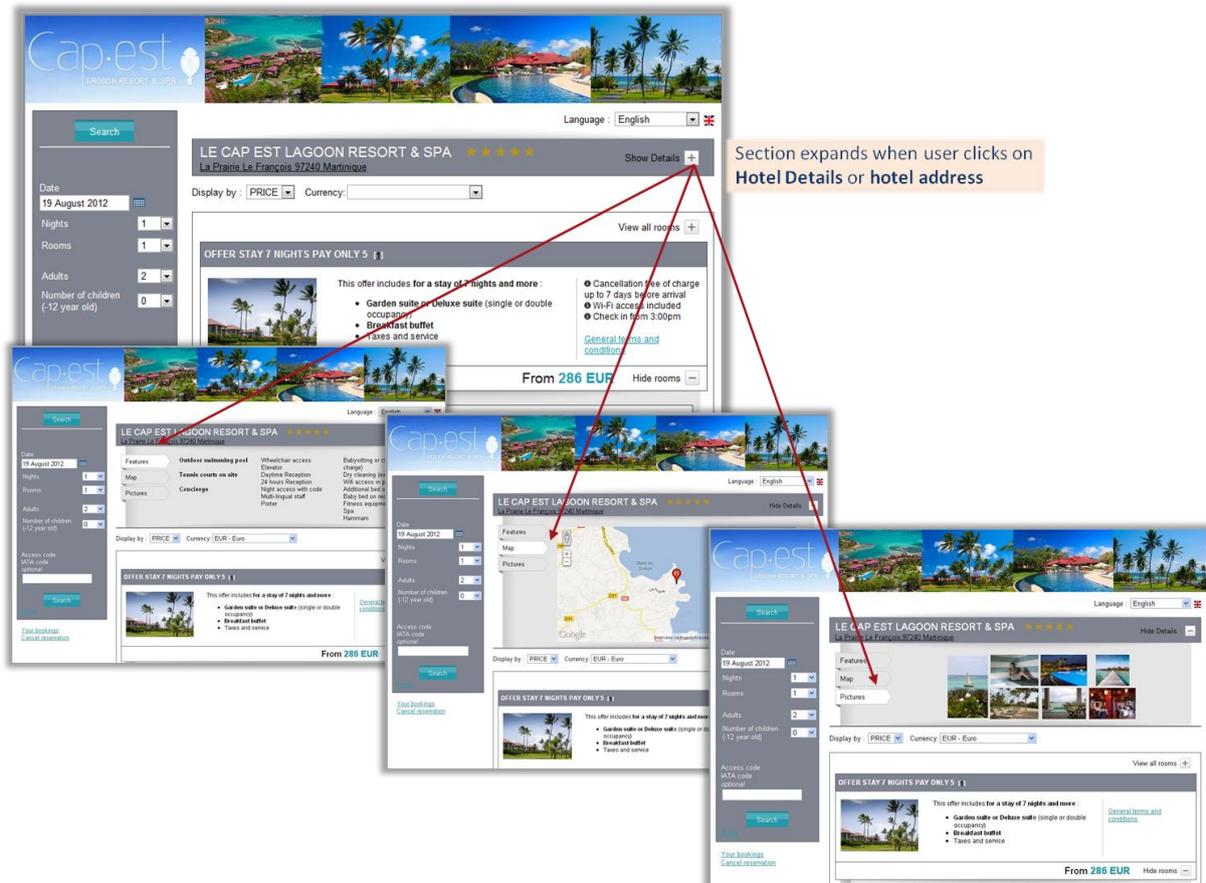
FastBooking Engine Lux is built on the same multi-criteria, robust, high-performance online booking technology as the company's time-tested FastBooking Engine Classic:

- 32 languages and 62 currencies for users to select from when making their reservations.
- Four step booking process.
- Multiple rooms bookings for separate dates at the same time.
- Industry record conversion rate.
- Lightning speed display of rates and availabilities.
- Advanced reporting tools to keep track of the hotel's Key Performance Indicators.

The Booking Front End of FastBooking Engine Lux has been further fine-tuned to offer premium performances to hoteliers.

FastBooking Engine Lux Offer Selection page improvements include:

- **Flexible offer displays**, a worldwide exclusive to FastBooking Engine Lux, let users toggle between 'Display by' based on price or room type. This improves purchasing decisions without changing the existing booking flow to maintain high conversion rates.
- **A redesigned Hotel Details section** including hotel amenities, an interactive location map, and photos; rate and room descriptions highlighting key points means faster decision making for website visitors and increased conversion for hoteliers.

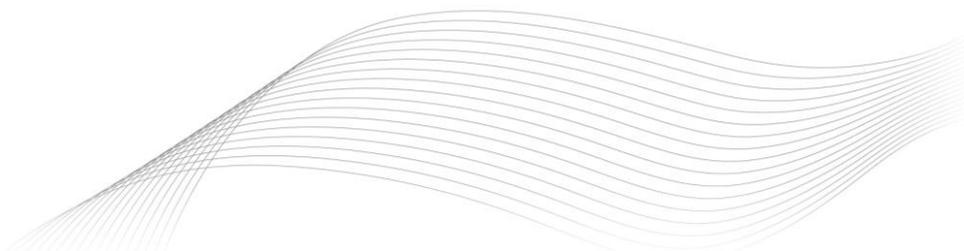


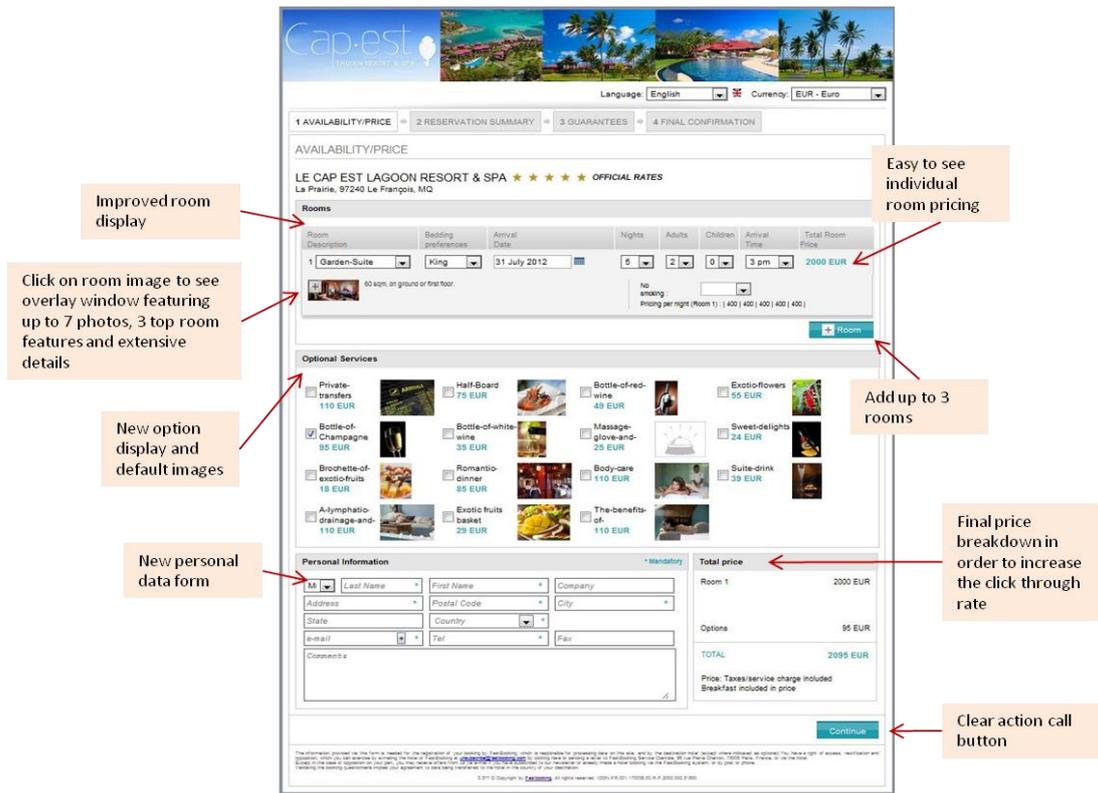
*A redesigned Hotel Details section mean faster decision making for website visitors and increased conversion for hoteliers*

“The new features enhance the customer’s online booking experience and offer new options to better fit the hotelier’s needs,” says Laurent Leca, FastBooking Products Deputy Director in charge of FastBooking Engine.

FastBooking Engine Lux Booking Page enhancements include:

- Improved **Room Display** with clear information breakdown and enhanced room feature view including images;
- New **“Room Addition”** feature brings consistency and enhances readability;
- Optimal **Option Display** including improved graphics and default option images;
- Redesigned **Personal Data Form** to fit with the full page design;
- New **Total Price Breakdown** positioning to improve page logic and optimize user flow.





The contemporary, clean design gives FastBooking Engine Lux a modern look and feel. The interface offers tremendous branding flexibility, a feature particularly attractive for luxury hotels for which the visual aspects of the Booking Front End must be in strict alignment with the hotel's image. Information is attractive, easy to understand and easy to navigate.

**FastBooking Engine Lux provides the ultimate online booking tool** leveraging a comprehensive and intuitive User Experience in order to maximising end user understanding, appropriation and conversion.

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## About FastBooking

Since 2000, FastBooking has been the preferred partner to hotelkeepers worldwide, driving more visitors to hotel websites and converting these visitors to direct bookings. FastBooking is a pioneer in e-marketing and Internet-based technologies for independent hotels and hotel groups. FastBooking iCRS increases the hotel's net revenue by maximizing highly profitable direct website bookings and by rationalizing inventory and pricing across all online sales channels as well as our proprietary GDS/IDS technology under the FG code.

Headquartered in Paris with subsidiaries in Italy, USA, Singapore, Japan and India, the company has E. de Rothschild as its anchor investor. It employs 200 persons worldwide and has gained the trust of more than 7,000 hotel clients.

For more information, visit the FastBooking corporate website at [www.fastbooking.net](http://www.fastbooking.net)

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