

# Anna Maria Island Resorts Announces Joint Venture with Activision TV, Inc.

**Anna Maria Island Resorts properties have become the first flagship installation for Activision TV's Interactive In-Room Hotel System in Florida.**



Anna Maria Island, Florida, March 12, 2012 – Anna Maria Island Resorts announced today its arrangement to become the first Florida installation for Activision TV, Inc's interactive "In-Room System" in its four resorts; the Tortuga Beach Resort, Tradewinds Resort, Sea Side Beach Resort and Tropical Isle Beach Resort. The Activision TV System will provide guests a personal on-screen menu offering a new level of service - from selecting movies to finding restaurants and local events - to surfing the internet - all from the privacy and convenience of an in-room 40 inch HDTV with a built in computer.

"David Teitelbaum, Manager of Anna Maria Island Resorts shows off Activision TV's exclusive in-room 40-inch HDTV which provides guests with a 24/7 real time online Concierge Reservation and Booking System."

The Activision TV System even allows guests to book reservations and purchase tickets right from their room!

David Teitelbaum, Anna Maria Island Resorts Manager said: "Our Resorts offer our guests a wide range of accommodations, ranging from smaller personal rooms to a 1,400 square foot luxury Suites. As resident hoteliers, we often find ourselves acting as Island hosts to our guests in helping them select restaurants and local activities. With the Activision TV In-room Concierge solution we'll be able to provide these services 24/7 - and to present an easy way for guests to browse options and make plans that meet their own personal schedules. Unlike older commercials, these new in-room HD screens display digital ads that are actually interactive, allowing a guest to book a reservation with us for a future stay; or to lock in times and dates with VIP status at the area's finest local restaurants. Indeed, guests who plan their own trips in advance can actually reach out beyond booking their room with us to also reserve meals and local activities here right through our Resort website! The same local businesses have the opportunity to become featured on the in-room Systems where the guests will see exclusive programming right in their rooms! And different programs are available for advertising sponsors, from still screen rotating ads to video infomercials and even pre-paid ticket sales where purchases can be charged or booked to a guest's room! Once we have fully established the program here on Anna Maria Island, we will work with Activision TV to make the System available to other hotels in Manatee and Sarasota Counties."

For more information on Anna Maria Island Resorts visit [www.annamariaislandresorts.net](http://www.annamariaislandresorts.net).

Activision TV offers the hospitality industry an all-in-one real interactive solution that delivers top-line revenue for the hotel, and a new level of service to its guests. Activision TV's patented new technology goes beyond the ordinary

in-room broadcasting to provide two-way interaction through a narrowcast system. Together with its strategic partners, Activision TV provides an all-in-one real time interactive solution to connect all hotel services; including in-room, front desk, restaurants, bars, spa, swimming pool, meeting room and gift shop locations. The Activision TV System is a high definition flat screen married to an all-in-one multi-media computer television. This remarkable advancement provides individual access through a single screen, or as many as four screens for multiple functions simultaneously – including word processing, data transfer, internet access, e-mail, movies and more. The System also incorporates a secure wireless (WI-FI) network. Because Activision TV solutions deliver patented, scalable software-centric solutions built around a computer instead of a TV screen, they provide almost unlimited flexibility in customizing the two-way, interactive digital experience between the hotel and the guest – and also between the guest and the System sponsors.

David Gothard, Chairman of Activision.TV commented: “We’re very excited to be partnering with David Teitelbaum and Anna Maria Island Resorts. All four of their Resorts are already premium first class properties, and we believe the addition of our Activision TV In-Room System will make them second to none in providing the highest level of state-of-the-art services to their guests. In addition to our valued relationship here, we look forward to working with local businesses, activity hosts and event sponsors to get their ads in front of every guest in every room. We also invite other Hotels to join us in upgrading their in-room services to enhance their guests stay.

For more information on Activision TV visit [www.activisiontv.com](http://www.activisiontv.com)

CONTACT: David Teitelbaum  
941-812-4226, [david@annamariaislandresorts.net](mailto:david@annamariaislandresorts.net)