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## **IDeaS, Premier Supplier of Hospitality Revenue Management Solutions, To Exhibit at ITB Berlin 2008**

*Hall No: 8.1, Stand No: 109, 5-9th March 2008, Berlin, Germany*

**LONDON UK – FEBRUARY 5, 2008** – Integrated Solutions and Decisions, Inc. (IDeaS), the leading provider of hospitality revenue management and optimization software, will exhibit at ITB Berlin, the world's largest travel trade show, taking place on 5-9 March, 2008.

ITB Berlin represents the ideal springboard for IDeaS to continue sharing their pioneering revenue management solution to the marketplace. IDeaS delivers critical decision solutions, analysing market behaviour and capturing revenue opportunities, as well as expanding competitive set performance, pricing and forecasting business demands for the hospitality industry.

IDeaS solutions represent a real breakthrough for hoteliers including both large chains and single properties, from the budget sector to luxury. IDeaS provides a clear vision of the hoteliers' data, thus allowing companies to gain greater control over their business. More specifically, IDeaS V5i Revenue Management solution consists of a core product and several add on modules delivered on demand via the world wide web. As a leader in its sector, the company has developed innovative approaches to the ever changing demands of its customers by adopting specialised algorithms which allow for automated updating of forecast patterns to determine optimal room pricing.

– more –

By visiting the IDeaS stand at ITB Berlin, attendees will get the chance to learn how the company's software operates and how anyone responsible for revenue management in the hospitality industry can really benefit from its solutions. Moreover, Fabian Specht and Uli Pillau, IDeaS EAME management team will be available at the show to further illustrate the company's solutions to the visitors. All media are welcome to arrange briefings by contacting Cristina Arborio [carborio@mulberrymc.com](mailto:carborio@mulberrymc.com) or Jon Haworth [jhaworth@mulberrymc.com](mailto:jhaworth@mulberrymc.com) on +44 (0)207 928 7676.

### **About IDeaS**

Integrated Decisions and Systems, Inc. (IDeaS) invented critical decision solutions that enable global organizations such as leading hotels, airlines, car rentals, car parking, manufacturing, and transportation management companies to understand, anticipate and react to consumer behavior in order to optimize company-wide revenue and profits.

By providing Forecasting, Optimization and Pricing solutions, coupled with IDeaS On Demand Software as a Service (SaaS) applications, IDeaS can help make an immediate impact on company revenue and profitability.

Headquartered in Minneapolis, Minnesota, IDeaS maintains global technology, support and sales offices in North America, the United Kingdom, Europe, Australia and Asia.

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