



THE ATLANTIC
RESORT & SPA

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The Atlantic Resort & Spa Chooses Samsung Galaxy Tab 10.1 as Exclusive In-Room Tablet

Equipped with a custom user interface, the SAFE™-certified Galaxy Tab 10.1 will provide secure, convenient access to hotel information and an array of luxury services

FT. LAUDERDALE – Feb. 17, 2012 – Samsung Telecommunications America (Samsung Mobile), the No. 1 mobile phone provider in the United States¹ and a leading supplier of Android tablets, announced that beginning today, AAA Four Diamond Award-winning The Atlantic Hotel Resort & Spa in Fort Lauderdale, Fla. will equip more than 100 premium guest rooms with a Samsung Galaxy Tab™ 10.1. Specifically, the Galaxy Tab 10.1 will enable guests to conveniently access hotel services such as in-room dining and spa appointments, as well as web browsing, local news, and custom applications.

“The arrival of the Samsung Galaxy Tab 10.1 at The Atlantic Resort & Spa represents the first time the hospitality industry will use one of our premium Galaxy™ devices to execute an integrated service platform for hotel guests,” said Tim Wagner, Vice President and General Manager of B2B Sales at Samsung Mobile. “With its sleek design and impressive suite of entertainment and security features, we look forward to the Galaxy Tab 10.1 becoming a lasting addition to the impressive list of premium amenities already offered at The Atlantic.”

In coordination with Adjacent Innovations, a solutions integrator and consultancy, and runtriz™, the leading mobile hospitality software provider, 100 plus guest rooms at The Atlantic Resort & Spa will feature the Samsung Galaxy Tab 10.1, complete with iGet, a unique, custom tablet platform and user interface tailored to enhance each guest’s unique hotel stay. Developed by Adjacent Innovations, the iGet solution consists of the world-class Samsung Galaxy Tab 10.1, runtriz™ Hotel Evolution Software, SOTI mobile device management services, and the Adjacent App Suite which includes a variety of games and applications pre-installed on the Galaxy Tab 10.1. Designed with the guest in mind, the iGet solution delivers a personalized, premium experience for each hotel guest, while also ensuring that all guest information is safe and secure both during and after their stay.

"We are thrilled to announce the installation of the Samsung tablets in our guest rooms," said Director of Sales and Marketing Susan Aichele. "As always, it is our goal to offer world class experiences to our valued guests. This new technology allows us to enhance their stay with a progressive yet convenient amenity."

"In collaboration with Samsung Mobile, Adjacent Innovations is very excited to address the emerging trend of tablet based platforms for specific tasks in the consumer and enterprise space," said Cedric Watkins, Founder & CEO of Adjacent Innovations. "The Atlantic Resort & Spa has been an ideal venue for this flagship deployment for our enterprise hospitality solution."

The Samsung Galaxy Tab 10.1 is one of the thinnest and lightest mobile tablets in the world, offering outstanding portability in a variety of settings, and powered by the Android™ 3.1 (Honeycomb) operating system. A Samsung Approved for Enterprise (SAFE™) device, the Galaxy Tab 10.1 is equipped with an exclusive security suite that delivers enterprise-friendly capabilities above and beyond standard Android features to safeguard sensitive data and communications. Features include mobile device management, on-device encryption, virtual private network (VPN), and corporate email.

Representatives from Samsung Mobile and Adjacent Innovations will be on-site at The Atlantic Resort & Spa's East End Brasserie Lounge on Thursday, Mar. 1 from 6-8 p.m., to celebrate the deployment with a launch event. Galaxy Tab 10.1 demos, a champagne toast, hors d'oeuvres and live entertainment will be available for media and hotel guests. For more information on media attendance, please contact Lesli Benefield at lbenefield@mww.com or Heidi Barfels at heidib@lhammond.com.

¹ Number one mobile phone provider in the U.S claim for Samsung Mobile based upon reported shipment data, according to Strategy Analytics, Q4 2011 U.S. Market Share Handset Shipments Reports.

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About Samsung Telecommunications America

Samsung Telecommunications America, LLC, a Dallas-based subsidiary of Samsung Electronics Co., Ltd., researches, develops and markets wireless handsets, wireless infrastructure and other telecommunications products throughout North America. For more information, please visit www.samsung.com.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2010 consolidated sales of US\$135.8 billion. Employing approximately 190,500 people in 206 offices across 68 countries, the company consists of nine independently operated business units: Visual Display, Mobile Communications, Telecommunication Systems, Digital Appliances, IT Solutions, Digital Imaging, Memory, System LSI and LCD. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, semiconductor chips, mobile phones and TFT-LCDs. For more information, please visit www.samsung.com.

About The Atlantic Resort & Spa

The Atlantic is a 16-story resort featuring 70 spacious guestrooms and 54 ultra-luxury suites, all of which offer fully equipped granite kitchens or kitchenettes and water-view verandas. In addition to East End Brasserie, guests can enjoy casual fare on the fifth floor Ocean Terrace, which is home to a heated swimming pool, whirlpool tubs, full-service spa and 24-hour gym. For reservations and information, see a travel professional, visit www.AtlanticHotelFL.com or call toll-free 877-567-8020.

About runtriz™

Runtriz is a leading developer of mobile software solutions for hotels, resorts and casinos. The company launched the hotel industry's first mobile app, and today many of the world's top hotels and casinos run their apps and mobile solutions on Runtriz platforms. For information: www.runtriz.com

About Adjacent Innovations

Adjacent Innovations is a solutions provider for the hospitality industry. Their platform, iGet (interactive guest experience tablet), is a full service managed solution to provide properties the evolution and next generation of hospitality and service. Adjacent Innovations consults and assists properties on the development, deployment, and maintenance of all aspects of the iGet Platform. The platform is powered by the Samsung Galaxy Tab 10.1, runs Hotel Evolution software by Runtriz, with security and device management by SOTI. For more information, please visit <http://adjacentinnovations.com>, contact info@adjacentinnovations.com, or call 954.712.0145.