

## ipoque Appoints Intello Technologies as New Distributor for its DPI Solutions in North America

Press Release

*ipoque CEO to run tutorial on "Internet Traffic Optimization for Hotels" at HITEC Conference in Anaheim/California*

**Leipzig/ Saint-Jean-sur-Richelieu, June 18, 2009** – ipoque, the leading European provider of Internet traffic management solutions, today announced a new North American distribution agreement with Canadian company Intello Technologies. After several new channel partnerships in Europe, Intello now joins the ipoque network in North America as the region's distributor for ipoque's PRX Traffic Manager series. The ipoque PRX Traffic Manager allows organizations to effectively monitor, shape and optimize their network applications.

"ipoque's solutions are perfect for our portfolio. Their products are innovative, tested by independent institutes and offer the right size for every segment: the smaller devices for our special area, the hotel market, and PRX-10G Traffic Manager for carriers. The products perform extremely well and are very reliable," says Samuel Schmidt, Intello's Vice President of Technology.

### Special Project: Internet Traffic Management in Hotels

In addition to standard distribution activities, Intello will work directly with ipoque on a special project: the two companies will focus on providing Internet traffic optimization services for the hospitality industry. Intello specializes in hotel-related high-speed Internet access (HSIA) solutions and therefore brings its expertise to the table in installing network technologies within hotel environments offering hotel guests reliable in-room Internet connections.

"My colleagues and I are often asked by hotel chains about the quality of experience we can provide to ensure business continuity for hotel guests. Discerning business travelers expect the same level of dependable connectivity they receive when working from their office locations," Schmidt goes on to explain.

Klaus Mochalski, CEO of ipoque, adds: "With this project we will try to broaden the market for Internet traffic management solutions. We would like to prove what happens when the right kind of bandwidth management solutions are installed in hotels, the benefit this will deliver to both guests and the properties are significant, especially when considering the competitive nature of the hospitality industry and the high expectations from business-class users."

### Intello @ HITEC

Intello will exhibit their solutions including ipoque products at the HITEC Conference in Anaheim/California, June 22-25, 2009. ipoque CEO Klaus Mochalski will present a tutorial on bandwidth management within the hospitality industry, focusing on the benefits and particular installation challenges hotels face. HITEC is the world's largest hospitality technology event and therefore the optimal starting point for the project.

Find more details and contact data at [www.ipoque.com/events](http://www.ipoque.com/events)

### About ipoque

Founded in Leipzig, Germany, ipoque is the leading European provider of deep packet inspection (DPI) solutions for Internet traffic management and analysis. Designed for Internet service providers, enterprises and educational institutions, ipo-

que's PRX Traffic Manager allows to effectively monitor, shape and optimize network applications. These include the most critical and hard-to-detect protocols used for peer-to-peer file sharing (P2P), instant messaging (IM), Voice over IP (VoIP), tunneling and media streaming, but also many legacy applications. For further information see [www.ipoque.com](http://www.ipoque.com).

### **About Intello**

Intello's senior management team has an in-depth knowledge of the software environment combined with many years of field management experience in the hospitality and retail industries. Commercialized throughout the United-States, Canada, Mexico, the Caribbean and Africa, Intello solutions are rapidly becoming industry standards.

With over 900 successful installations and an in-house technical support center, Intello has a proven track record. The Intello business model is based on developing a solid partnership with their clients. Intello solutions are supported by a multilingual technical support hotline and 24/7 equipment monitoring. Intello provides turn-key solutions including our software bundled with hardware from major manufacturers, installation services and post-sales support. For more information, see [www.intello.com](http://www.intello.com).

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