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BCI Announces the Concierge[®] Fiberstation, The First Plug and Play Multimedia Platform for Hotels & Convention Centers

Torrance, CA - March 13, 2003 -Broadata Communications, Inc. (BCI), a world leader in the development of cutting edge optical communications and optoelectronic technologies has already been identified as a finalist for the NSCA 2003 Systems Integration Expo's Best New Product Development Award as they prepare to exhibit the first optical fiber, plug and play audio-video-data (AVD) system -- the Concierge[™] Fiberstation. Developed by BCI to modernize hotel and convention center connectivity, it offers twelve different AVD transport functions in a miniaturized card cage that easily fits into an industry standard floor or wall box.

"About 12 months ago, we were approached by a leading international audio-video consulting firm to develop a new concept in high-speed fiber, audio-video-data connectivity for a new Houston Convention Center Hotel operated by the Hilton Hotel Corporation," remarked BCI President and CEO, Burt Walker. "The new system significantly alters and expands the current methods of system design and integration with respect to audio-video-data connectivity within hotels and convention centers, and is unlike anything else on the market."

Dr. Freddie Lin, BCI's Vice President of Engineering added: "with the Concierge Fiberstation, hotel meeting rooms and conference centers become instantly ready to serve guests or exhibitors on a plug and play basis. The new system uses optical fiber to directly connect the floor or wall box units to the convention center audio visual control room through one conduit that contains a thin fiber bundle. No intermediate amplifier closets, ground loops, or special power systems are necessary, as in the case of copper they are when installing copper cabling."

While the infrastructure for a new Concierge fiber optic installation has proven to be about the same as copper, the comparison stops there. The Concierge plug and play unit offers immediate availability, simplicity of use, an extensive menu of multimedia services, and the capacity for future expansion. Therefore, the Concierge provides distinct marketing advantages to hotels and convention center owners and operators. In addition, room preparation is reduced to minimal or zero for even the most sophisticated multimedia set-up. Ultimately, this results in additional revenue for hotels and convention centers as their number of bookable days increases.

Broadata Communications, Inc. (BCI) is an ISO 9001-2000 certified company that targets the fast-growing and emerging marketplace of optical access and infrastructure. An innovative, high-technology company, BCI designs, manufactures and markets digital optical data link systems for multimedia communication applications. For more information visit the BCI Web site at <http://www.broadatacom.com> or call 800-214-0222.

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