

**NEWS RELEASE:  
FOR IMMEDIATE RELEASE**



PRESS CONTACT: David McCracken  
(717) 505-3909  
Email: dmccracken@livewirekiosk.com

**Livewire's Enhanced Electronic Concierge Makes Debut at Pro Golf Stop**

*York, PA – April 24, 2006* Livewire's next generation of its self-service electronic concierge technology made its debut recently at the Verizon Heritage Golf Tournament in Hilton Head Island. Kiosks located at the golf tournament to provide information about the event as well as local dining, retail, lodging, and entertainment establishments. Attendees to the event were able to purchase discounted tickets to next year's tournament through the kiosk. With its integrated digital signage, local venues were also provided the opportunity to display multimedia advertisements along with local weather forecasts and top news stories on an adjacent 32" LCD screen. Other similar Livewire-powered kiosks are deployed throughout Hilton Head Island at various malls, visitors' centers, and resorts offering concierge-style information.

With the release of its latest version of concierge software, Livewire has greatly enhanced the system's feature/functionality and content management capability for its clients to self-manage content on remote networked kiosks. Livewire, based on its vast experience in transactional self-service, has designed an infrastructure which allows great flexibility in how information may be maintained, displayed, and integrated with the sale of tickets, gift cards/certificates, and other general products. All data is maintained in a central database, with the ability to push content to individual or groups of kiosks. Livewire's transactional back-office system is built on Microsoft's .NET technology, and has been certified to run on Windows 2003.

In addition to display of typical concierge information such as operating hours, restaurant menus, events, coupons, and product information, Livewire has integrated dynamic mapping and directions, customizable sorting of venues, and phone dial-up via voice-over-IP. Digital signage is integrated with the solution, allowing display of multimedia ads using a rules-based scheduler, and a dynamic override capability based on customer interaction.

**About Livewire International, Inc.**

Livewire is an award-winning leader in interactive technology based in York, Pennsylvania. Livewire, a Microsoft Certified Partner, specializes in self-service solutions including ticketing, gift card dispensing, gift registries, electronic concierge, and human resource portals. Livewire provides integration into a multitude of devices such as kiosks, ATMs, and handheld devices, while providing the ability to remotely monitor each device and manage the content available from each unit. Livewire provides **The Power to Connect**. Visit [www.livewirekiosk.com](http://www.livewirekiosk.com) for more information, or call us toll-free at 877-595-4675.

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**CONTACT:** David McCracken  
Email: dmccracken@livewirekiosk.com  
[www.livewirekiosk.com](http://www.livewirekiosk.com)  
Phone: (717) 505-3909

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