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GHRs Announces The Release Of A Layer Technology To Permit Direct Connections With Hotel Chain Central Reservation Systems

8 November 2005

GHRs [Global Distribution Network] announces the release of a new technology to enable connectivity between central reservation systems of hotel chains and its portals.



After the successful implementation of the Open Travel Alliance (OTA) XML based interface with WorldSpan, GHRs has developed a Layer technology which permits it to connect to the central reservation systems of hotel chains via the OTA XML standard or using their proprietary interface languages.

"Our Layer technology has been ideal in providing hotel chains with the ability to maintain their data updated in a dynamic, real-time manner" commented **Luca Fenzo**, Vice President Business Development of GHRs. "Building a direct connection to a chain's CRS relieves the hotel chain from having to maintain rates and inventories for each hotel separately. It also reduces the load of managing another distribution channel from the hotel side.", added Mr. Fenzo.

The Layer Technology allows GHRs to carry more information from the operator to the client. "Having developed the Layer Technology in house, we managed to reduce the development costs, as well as the implementation time to a fraction of what is currently possible." commented Mr. Fenzo.

GHRs has also announced that it will offer the interface adaptations at no cost to the hotel operators.

About GHRs | GHRs [Global Distribution Network] offers a wide array of distribution options to hotel operators.

The GHRs portals include www.ghrshotels.com and a series of destination specific sites. GHRs also distributes its subscribing hotels through NOVA, a platform dedicated to Travel Agents Worldwide. In addition, GHRs offers its subscribing hotels free representation on WorldSpan through a proprietary interface developed using the latest OTA XML standards.

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