

Business Technology Partners

For Immediate Release

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Business Technology Partners Completes Technology Design and Implementation for Trump SoHo New York

New York, NY and Detroit, MI June 29, 2010 - Business Technology Partners (BTP), a premier IT consulting company and managed services firm in New York and Detroit, announced today that it has completed a multi-year technology consulting and infrastructure design project for The Trump New York SoHo Condominium Hotel. Engaged by the Trump SoHo's developer, Bayrock/Sapir Organization LLC, BTP worked closely with the engineers, architects and real estate developer in budgeting and managing technology oversight and procurement for the entire project.

The hotel is a technologically sophisticated destination hotel where advanced technologies converge to provide a user friendly and feature-rich environment for the hotel's guests. For instance, there are full color Cisco VoIP touch screen phones in each room that allow guests to order room service, check the weather, and access other hotel amenities. There is also a Control4® Suite Systems wireless control system installed in each guest room enabling control of the room lights, shades and air-conditioning through a single, universal remote-control and an advanced graphical user-interface on the televisions. There is a distributed antenna system (DAS) and a robust, high-speed wireless (Wi-Fi) network that will enhance mobile application use and Internet access via both wireless LAN and cellular connectivity.

BTP designed and implemented a Cisco Unified Communications network, providing state-of-the art telecommunications platforms including IP Telephony, Wireless LAN (Wi-Fi), and a resilient core LAN/WAN switching & routing infrastructure. Unified Communications is bringing voice, video, data, and mobile applications to help hotel employees, guests and patrons of the various hotel amenities to communicate effectively, no matter where they are or what network devices they use throughout the property.

The BTP technology team has deployed the most up-to-date and innovative hotel technology on the market, including hospitality solutions from one of Cisco's development partners, Nevotek

V/IP Suite™, which greatly enhances the functionality and features of the Cisco touchscreen VoIP phones with advanced IP applications. The team also deployed advanced wireless hi-speed Internet access (HSIA) via the latest and fastest Cisco 802.11n wireless access points, and wireless voice communications using the Vocera® communications system. Vocera puts a wireless one-button, push-to-talk, VoIP over Wireless LAN, mobile device in the hands of all key hotel staff that allows mobile workers to instantly communicate with each other, hands free, whether down the hall or down the block at the hotel's management offices, using simple voice-activated, spoken commands.

Alex Sapir, President of Bayrock/Sapir, said "The BTP team has been instrumental in the success of this project and completely understood the hotel's complex and intricate IT requirements. Through BTP's design and our shared vision for the hotel, the Trump SoHo New York is providing the latest technology available in modern hospitality. BTP has created solutions that both enhance the experience for our guests and the hotel staff."

In addition, BTP is managing the installation of many different components including:

- State-of-the art Unified Communications voice/data IP network backbone (VoIP, HSIA and IPTV).
- Guestroom ZigBee Wireless control systems for automation and energy management.
- In-building DAS platform including Cellular PCS, major WSPs and public safety systems
- Advanced 802.11n wireless communications network converging voice, video, data and mobility applications to enable hotel employees, guests and patrons to communicate effectively.
- Resilient, fault-tolerant network & overall IT infrastructure design for maximum uptime and reliability.

"BTP provided Bayrock/Sapir Organization a team with the experience, expertise, and character to deliver the best possible technology consulting services for their condominium hotel development project. BTP provided not only technical design and implementation services, but also leadership and project management for all aspects of the technology that contributed to the success of the project. I am proud of what our team has accomplished and very pleased to be part of this major out-of-the-ground construction project in downtown New York. Through our combined efforts with Bayrock/Sapir and all the project's technology vendors and manufacturers, we have delivered state-of-the-art technology solutions that will continue to meet the demands of Trump SoHo's associates and its guests for years to come," said Joshua Aaron, President of Business Technology Partners.

The Trump SoHo New York is a 46-story high-rise with 391 guestrooms, a high-end restaurant, a pool, banquet facilities, a business center, a club, a spa and many other amenities. It has been developed as both a high-profile celebrity/international travel destination and a corporate meeting facility. Being located close to the Holland Tunnel and in SoHo, the property anticipates continued regular corporate use from key managers and stakeholders in major downtown financial institutions.

BTP's expertise is in many facets of IT, including technology infrastructure and applications, network management, IT Support, telecommunications, audiovisual and security systems. For more information BTP's partnerships or general information about BTP, please email us at sales@btp.net.

Business Technology Partners

Business Technology Partners, Inc. (BTP), located in New York, NY and Detroit, MI, is a technology consulting firm that delivers tailored solutions leveraging a broad array of expertise in IT infrastructure and applications, network management, technology maintenance, telecommunications, audiovisual and security systems. BTP's technology practice areas help organizations with design/build projects, relocations, technology upgrades and corporate consolidations. The company combines business-driven experience, industry best practices, and its own methodology to deliver projects on-time and within budget. BTP's client portfolio includes ABN AMRO, ADP, Bard Graduate Center, Crédit Agricole Corporate and Investment Bank, Deutsche Bank AG, Eisner LLP, Hilton Hotels, Estée Lauder, Gibbons PC, JPMorgan Chase, L'Oréal, Memorial Sloan-Kettering Cancer Center, MF Global Ltd., Morgan Stanley & Co., Mount Sinai Medical Center, The New York Board of Trade, PRIMEDIA, Proctor & Gamble, Reed Business, Reuters, Saint Patrick's Cathedral, Saint Peter's Medical Center, Standard Chartered Bank, State Street Global Advisors, Time Inc., and Viacom. For more information, visit www.btp.net.