

Big Performer, Little Price – INSOMNIAC 100 to be Unveiled at ISS Conference in Vegas

OpenTech Alliance's new kiosk delivers rentals at a cost that every self storage owner can afford

PHOENIX, Arizona – February 25, 2010—OpenTech announced today that they will be launching their newest kiosk model – the INSOMNIAC 100 – at the Inside Self Storage (ISS) conference next week in Las Vegas. This new model sells for \$4,900 but also comes with an option to rent when coupled with the INSOMNIAC Live! TotalCalls or Roll Over call center services. “The INSOMNIAC 100 makes having a kiosk a no brainer,” stated Robert A. Chiti, President and CEO of OpenTech Alliance, Inc. “Not every self storage operator needs or can afford one of our more full featured kiosks, so we designed the 100 to deliver rentals at a very low price point allowing every self storage owner to be open for business longer and rent more units.”

One of the new innovations in the 100 is the Voice Over IP technology used to connect the kiosk user with a live person 16 hours a day and a total of 24 hours over the weekend. When the 100 is deployed at a facility using the INSOMNIAC Live! TotalCalls or Rollover service, the call center agents will now have the ability to direct them to the facility immediately and walk them through the rental process when it is most convenient for the caller. It allows the INSOMNIAC Live! agents to do what other call centers can't – assist callers that are already at the facility and rent them a unit – a clear competitive advantage.

“We have implemented several new innovations into the design of the 100, and we will be retrofitting many of those innovations into the rest of the product line, including kiosks already deployed,” stated Mr. Chiti. “Protecting the investment our customers have made in our kiosks is very important to us.”



The INSOMNIAC 100 is a plug and play kiosk that can be installed inside or outside a self storage facility in less than an hour. It is packaged with the same user-friendly INSOMINAC software that operates the more sophisticated models and is backed by OpenTech's industry-leading technical support service. The INSOMNIAC 100 rents units and processes payments made with a credit card or via ACH check processing. The kiosk comes standard in an attention-grabbing yellow and blue color scheme along with a secure wall mounting bracket and signage, but as always, can be customized to suit any branding schemes.

OpenTech is excited to unveil the INSOMNIAC 100 at the ISS show and believes that its newest kiosk will help business owners experience the technology that is changing the self storage industry. The new product sells for \$4,900. The Setup, Training, and Customization service for the 100 is \$950. The Maintenance and Warranty Service program includes hardware warranty, software enhancements, monitoring, technical support, and Live!

Megan for \$95 per month on an annual contract basis. To learn more about the new kiosk, self storage operators are encouraged to visit OpenTech's booth at the ISS conference or visit www.opentechalliance.com.

OpenTech Alliance, Inc. is the leading developer of innovative self-storage solutions. The company products and services include six models of INSOMNIAC Kiosks ranging from \$5,000 to \$18,000, INSOMNIAC Live! call center services and the INSOMNIAC Self Storage Network for online storage reservations. OpenTech products and services improve customer convenience, reduce operating costs and increase revenues for self-storage facilities. For more information or to see an online demo, please visit www.opentechalliance.com or call (602) 749-9370.

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