



**For Immediate Release**

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**OpenTravel Alliance's FastRez™ Cuts Implementation Time in Half**  
*New Software Provides Tools Necessary for Easy Data Transfer*

**March 11, 2009 [DATE] – Boxborough, MA-** OpenTravel Alliance's FastRez™ software is expected cut hospitality industry developer's implementation time by 50%. The new software allows travel companies to connect with one another, similarly to OpenTravel's proven hospitality schema, but it is 75% smaller, which streamlines development time for any implementation.

"We've already received considerable interest from developers who are excited about FastRez's unique capabilities," said Valyn Perini, executive director of OpenTravel. "FastRez comes out of the box in a stable ready-to-use format. Since 85% of this schema is mandatory, this greatly reduces the amount of time it takes to get connected to trading partners."

FastRez offers XML schema and supporting documentation that assists users in implementing and using the software. With the tools and software provided developers will be able to cut implementation time in half.

"FastRez builds on the strong foundation of the OpenTravel standard," continued Ms. Perini. "Customers are already confident in FastRez's capabilities. FastRez is built so that implementation time will be faster and simpler, especially for those companies that don't have the resources for more complex implementations."

"FastRez streamlines and simplifies everything," said Robert Cole, founder and CEO of Rock Cheetah Consulting, and a travel industry distribution professional. "All of the discussions and administrative work that went into an implementation previously aren't there with FastRez. This really saves time and money while also increasing sales by bringing the interface to market much faster. This can really expand distribution by allowing more people to use this software."

OpenTravel will launch FastRez in April 2009.

**About the [OpenTravel Alliance](#)**

OpenTravel's mission is to engineer specifications that make data transmission flow smoothly throughout travel, tourism and hospitality. OpenTravel creates, expands and drives adoption of open universal data specifications, including but not limited to the use of XML, for the electronic exchange of business information among all sectors of the travel industry.

With a [diversified membership representing influential names in all sectors of the travel industry](#), OpenTravel is comprised of representatives from airlines, car rental firms, hotels, cruise lines, leisure suppliers, service providers, tour operators, travel agencies, and trade associations. For more information, visit [www.opentravel.org](http://www.opentravel.org).

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