

## INSOMNIAC Kiosks Collected Over \$13M in Rental Fees in 2009

### *OpenTech Publishes 2009 Kiosk Usage White Paper*

PHOENIX, Arizona – March 16, 2010– OpenTech Alliance, Inc. announced today that it has exceeded the \$29 million mark in rental fees collected by its INSOMNIAC kiosks.

Approximately \$13 million was realized in 2009 by self storage operators throughout the U.S. and Canada. In an ongoing effort to be a transparent company, OpenTech has released these detailed kiosk usage numbers giving the self storage industry the opportunity to see firsthand how much consumers have utilized and benefited from the use of self service kiosks. The complete 2009 Kiosk Usage White Paper is available for down load at the company website or [Click Here](#).

“The more data available to self storage operators, the better they are equipped to make critical decisions about running their business. OpenTech’s commitment to transparency is a positive thing for the self storage industry,” commented Charles Ray Wilson, President of Self Storage Data Services, Inc.

OpenTech reported 311 kiosks were online as of January 1, 2009 and another 208 were added in 2009. During 2009, consumers used INSOMNIAC kiosks to rent 11,951 storage units, make 122,313 payments, and purchase 6,305 locks representing a total of \$13.3 million in self service transactions. The two charts below illustrate the transactions of new rentals and payments made throughout 2009.

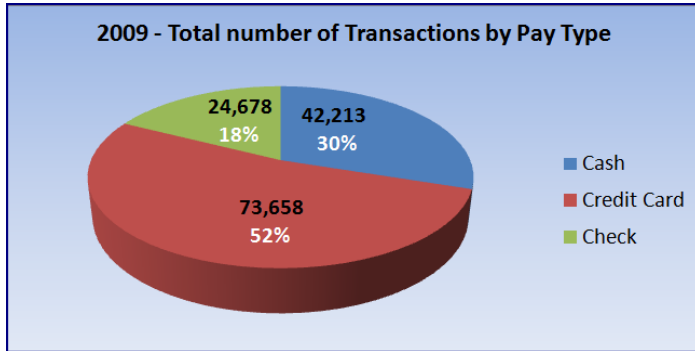
#### 2009 New Rentals

Move Ins	Quantity	% of Total
Office Hrs. (M-F 9-5 & Sat 10-3)	6,371	53.31%
Outside Office Hours	5,579	47.69%
Summary results based on weekday vs. weekend usage		
Weekdays	7,627	64%
Saturday	2,516	21%
Sunday	1,807	15%

#### 2009 Payments

Payments	Quantity	% of Total
Office Hrs. (M-F 9-5 & Sat 10-3)	61,331	50.15%
Outside Office Hours	60,964	49.85%
Summary results based on weekday vs. weekend usage		
Weekdays	90,441	74%
Saturday	17,530	14%
Sunday	14,324	12%

OpenTech’s kiosks never take a day off, a huge benefit for customers needing to rent a unit or make a payment on a holiday. In 2009, INSOMNIAC kiosks rented 297 units on holidays. In total, the kiosks collected \$354,329 in rental fees during the 11 major holidays proving self storage customers are active people in today’s fast-paced world that want to do business at their convenience.



The pie chart to the left illustrates how customers pay when they use a kiosk. With all three forms of payment being used, the need for providing consumers with an on-site payment option that supports all forms of payment is a must and a competitive advantage. While credit cards are the preferred method of payment, checks and cash still make up the other half.

OpenTech has developed a Success Guide of “Best Practices” to help self storage owners get the most value from their kiosk. By leveraging these proven best practices, the top 100 performing kiosks processed 77,258 total transactions alone; this includes rentals, payments and merchandise purchases. This group of kiosks also averaged 6.7 completed rentals per month.

“Self storage owners are seeing what a difference this technology can make to their business,” said Robert A. Chiti, President and CEO of OpenTech. “And now that our kiosks come with a Live! person to assist users, we anticipate the number of move-ins through a kiosk will increase.”

OpenTech Alliance, Inc. is the leading developer of innovative self-storage solutions. The company products and services include seven 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 please visit [www.opentechalliance.com](http://www.opentechalliance.com) or call (602) 749-9370.

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