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G-LINK Announces Crowdfunding Campaign For Obsess Wireless HDMI Media Console

Tempe, Ariz. – October 23, 2013 – A seamless, connected home environment became a step closer today as [G-LINK™](#), developer of the Obsess Wireless HDMI Media Console, launched a [crowdfunding campaign](#) on Indiegogo. G-LINK seeks to raise awareness for Obsess which first debuted in the hospitality industry allowing hotel guests to wirelessly stream movies, video games, music, and more from smartphones and tablets to the HDTV. With a goal of raising \$250,000, G-LINK aims to bring this trendy technology to the consumer market.

G-LINK developed [Obsess](#) and similar connectivity devices to address the growing number of hotel guests carrying their own content. In recent years, the hotel industry experienced a drastic decline in pay-per-view movies as guests preferred using their smart phones and tablets to access entertainment. With Obsess, hotels easily differentiate and create a “better than home” experience. Obsess has an optional alarm clock, aux input to play music through the HDTV speakers, and USB power to charge smartphones and tablets.



“We have a very unique situation here,” explains Glynn Gross, president of Cii, G-LINK’s parent company. “Every hotel room installed with Obsess is a mini show room where guests can experience the ease of wireless connectivity firsthand. The response from hoteliers has been overwhelming as guests keep asking where they can purchase Obsess. We feel this technology is ripe for the home market.”

“Although primarily B2B right now, Obsess was listed in the Network World® [2012 gift buying guide](#) last November,” said Jon Dumbauld, VP of sales and marketing for G-LINK and Cii. “We provide a great deal of samples to hoteliers, which is fine if you’re selling a thousand at a time. However, we need investment dollars to reshape the branding of Obsess for the consumer market.”

G-LINK will use the money raised from this [campaign](#) to redesign Obsess for home environments by adding new inputs and a smaller receiver. Crowdfunding dollars will also be used to create retail packaging and purchase inventory for initial stocking.

Crowdfunding sites like Indiegogo enable those with creative business ideas to ask the general public for funding. Individuals can make pledges for a small amount of money in return for a reward if the target funds are reached.

About G-LINK:

Since 1988, Communications Integrators, Inc. (Cii) has pioneered electrical solutions, leading the market in modular power, voice, and data systems designed to keep the workplace dynamic and ready for change. Cii’s connectivity panels, sold under the G-LINK brand, enrich the in-room experience for hotel guests by providing an auto-sensing, plug-and-play environment for today’s popular technology devices. For more info, call 800-679-9711, 480-464-8101 or visit www.glinkconnect.com.