



Internet Content Exchange

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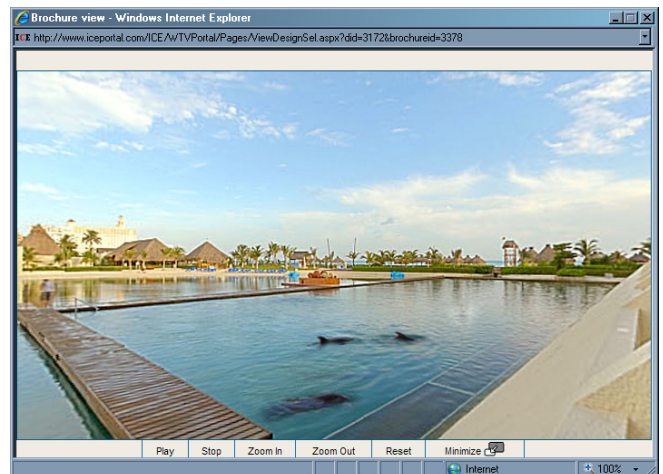
ICE IS NOW SUPERSIZED

*ICE Portal Now Features a “Supersize” Option
for their Virtual Tours and Videos*

HOLLYWOOD, FL – August 24, 2007 -- ICE Portal, the premier provider of rich visual content production, management, and distribution, has recently launched a new “supersize” feature for their digital brochures. As of today, all videos and virtual tours contained within the ICE Portal network have the option to be Super-Sized.

This innovative super-size image tool makes it possible for web-browsers and prospective travelers to view even the finest details of high-quality images. Clicking the “supersize” option in the digital brochure will enlarge the media file over 100%, enabling travelers to better examine rooms and public areas, thus enabling hotels to show off their rich media in fuller detail while simultaneously grabbing customers' attention with larger 360° virtual tours.

Examples below show a standard ICE Portal digital brochure and a super-sized version:



Like the standard media players, this full-window feature still has the options to play, stop, reset, and zoom in or out of virtual tours. “We're excited about the possibilities and usefulness of this new option,” said ICE President Henry Woodman, “there will be some more new and exciting features coming soon.”

About ICE

ICE Portal is the industry leader in the production, management, and distribution of rich visual content. With a global e-marketing network, ICE Portal technology helps travel suppliers, like hotel chains, tourism boards, and cruise lines, manage and deliver rich visual content to 1,000s of distributors, like Orbitz, Expedia, and Travelocity. The company either produces or acquires visual media from hotels or other travel suppliers, and then formats, sizes, brands, and delivers this content to travel sites and tour operators. In total, ICE Portal's content can be seen globally on over 30,000 travel-related websites and can be displayed in seven different languages. For more information, please contact visit ICE Portal online at www.ICEportal.com or call 1-954-893-6778 in Hollywood, FL USA.