



Internet Content Exchange

Media Relations

Press Release

FOR IMMEDIATE RELEASE

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CONTENT IS KING! ICE PORTAL SHARES TELLING STATS ON THE IMPACT OF RICH MEDIA ON TRAVEL SUPPLIERS DURING TRAVEL DISTRIBUTION SUMMIT EUROPE

London, UK – May 15, 2008 - ICE PORTAL, the industry leader in the production, management, and distribution of rich visual content, announced today that it will be demonstrating the power of rich media content and sharing its findings on the impact of rich media on hospitality bookings at next week's EyeforTravel Travel Distribution Summit (Stand #42). Based on actual booking data and trends from some of its customers, ICE Portal's findings indicate that in today's environment of rate parity, the key differentiator for a brand web site or online distributor is to now have the best and most unique content.

On Wednesday, May 21st at 11:00 a.m., ICE Portal President Henry Woodman will lead the free seminar "Visual Content and the Travel Industry". Registrants will learn the critical role that rich media plays in the marketing efforts of a hotel or destination. Mr. Woodman will detail its importance in an online marketing strategy as travel consumers are demonstrating that videos, virtual tours, and high quality imagery are the most influential drivers in their buying decisions.

"Today's technologies are revolutionizing the universe, giving people the power to communicate in ways that didn't even exist just a few short years ago," said Henry Woodman, President of ICE Portal. "Travel suppliers like hoteliers, destination marketing organizations, and distributors are on the cusp of an opportunity to harness the power of rich media that will bring their properties and destinations to life from travelers' desktops. Not only does this create enhanced services and new revenue streams, but it also gives consumers the ultimate personalized experience."

Visitors to the ICE Portal Stand (Stand #42) will be able to view rich content such as:

- 📷 Traditional high resolution photography
- 📷 Hi-Definition virtual tours - 360° panoramic images
- 📷 Flash Web Shows – a video-like montage of still photos
- 📷 Digital Brochures & eBooks

📺 Videos optimized for streaming on the Web

Register To Win A Digital Brochure

Additionally, visitors to ICE Portal's stand (Stand #42) can register to win a free digital brochure. Ice Portal's industry leading e-Books offer all the advantages of traditional print brochures with zero downloadable time, interactive features, and dynamic pages with high-resolution visuals displayed in real-time.

About ICE Portal

ICE Portal, the world's leading Internet Content Exchange Portal, is the leader in the production, management, and distribution of rich visual content for the travel industry. ICE Portal's content which includes videos, 360° virtual tours and Flash WebShows can be seen globally on more than 30,000 travel-related websites including Expedia, Orbitz, and Travelocity and can be displayed in eight different languages. ICE Portal enables travel marketers to better display and promote properties and destinations, enhance content distribution, generate more bookings and create goodwill with online travel customers. For more information, please contact ICE Portal online at www.ICEportal.com or call 1-954-893-6778 in Hollywood, FL USA.

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