

## ICE Portal Introduces New Multilingual Digital Brochures

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### Now Hotels Will Have Auto Translations for Eight Different Languages

ICE is pleased to announce the implementation of a new multi-language feature within their online digital brochures. Now, aside from being able to customize their content, hoteliers will be able to promote their property's rich media to worldwide markets in eight different languages. It will now be significantly easier for hoteliers to showcase their rich content around the globe through the use of mechanisms designed to manage content that is created in multiple languages. The multi-language feature also facilitates the efficient production of localized content, helping to ensure consistency across multiple cultures and multi-language sites.

The language options include: Chinese, English, French, German, Italian, Japanese, Portuguese, and Spanish. The new multi-language feature is expected to provide clients using ICE's Content Management System (CMS) with the ability to instantly market themselves in numerous languages. Similarly, travel websites, tour operators, and other distribution partners will now be able to provide their online visitors with the option to view rich content in the language of their choice.

With ICE Portal's new multi-language feature, fixed category fields and the consumer-facing brochure navigation will be automatically translated, while all functionality will remain the same, only the consumer-facing interface will change based on the language selected by the user. Additionally, ICE will soon include the option of adding real time subtitles to any video in any of the eight languages, making it possible to create videos that can be more readily understood across different countries.

Users worldwide should find the new language option easy to use and accept. To change the display language all one has to do is simply click on the 'Language' drop-down menu in the top right corner of the brochure viewer and select the desired language.





Screen shots of ICE Portal's generic digital brochure

'Translating our digital brochures helps accommodate diverse cultures and markets, and ultimately it makes it easier for our clients, the hoteliers to clearly showcase their properties around the world,' said Henry Woodman, President of ICE Portal. 'More than half of our hotels are located outside the United States, so we certainly understand the importance of multi-language support.'

### 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 thousands 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 visit ICE Portal online at [www.ICEportal.com](http://www.ICEportal.com) or call 1-954-893-6778 in Hollywood, FL USA.

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