

NeuStep Set To Deliver The Most Interactive, Rich Media In Travel Industry Today

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NeuStep to Partner with ICE Portal



NeuStep, LLC, the pioneer in virtual walk-through technology, today announced a strategic partnership with ICE Portal, the largest distributor of rich media content in the world. The recent agreement will enable NeuStep virtual walk-through content to be delivered to ICE Portal's network of over 30,000 travel websites. This latest development highlights NeuStep's current initiative of expanding new value added services for their client's within the hospitality industry, according to Raphael Bennett, president of NeuStep.

'NeuStep's walk-through tours are taking virtual tours to a whole new level on both the visual front and in regards to user interactivity. We are enthusiastic about being able to distribute the NeuStep tours to 1,000s of travel sites that take rich content from ICE Portal,' said Henry Woodman, President of ICE Portal.

NeuStep Virtual Walk-throughs solve the fundamental problem of a web-user's limited depth of field perspective when viewing a static 2D image or panoramic photo. Unlike a traditional virtual tour, consumers can benefit by seamlessly walking through specific points of interests and experience the location as if they were "in-person."

'The NeuStep team was very accommodating, which was instrumental to our decision in selecting them for this assignment. Hotels are a 24-hour a day business and they were able to be sensitive tour guests and shoot most of the video in the middle of the night,' said Maggie Burke, Director of Marketing for the **Grand Geneva Resort & Spa**.

'The Grand Geneva Resort and Spa is an enormous 1300 acre property. We have multiple buildings and very distinct architectural challenges. Most meeting planners and guests looking for their next vacation want to see all we have to offer. With the NeuStep technology, they can take a seamless tour of our entire facility from the home or office,' Burke added.

Since the commercial availability of Virtual Walk-through service and production in February of 2007, NeuStep provided its proprietary technology to the hospitality, real estate, aviation, entertainment, education, recreation and commercial industries. NeuStep enforces truth in online representation, resulting in better qualified leads for and increased efficiency.

"Online rich media content simplifies the process of marketing venues to consumers Worldwide. However, the combination of enhancing the end user experience and offering a solution to differentiate one venue over another has created a demand for virtual walk-through presentations," added Bennett.

About NeuStep

NeuStep has been recognized as the enterprise leader in web-based virtual walk-through solutions and production. Unlike the previous standard of a 360 degree virtual tour, NeuStep's virtual walk-through enables the end user to seamlessly walk-through an existing space. The virtual walk-through presentation has become one of the most sought after interactive solutions for industry professionals looking to enhance their facility's presence and engage their consumers on the internet. NeuStep is dedicated to delivering a true enterprise solution for developing and managing virtual walk-through presentations. For more information, please visit www.neustep.com or call 773-NEU-STEP.

About ICE Portal

ICE Portal manages and delivers more rich media content for hotels, cruise ships and destinations than any other company. As the leading producer and distributor of rich media content for the travel industry, ICE Portal recently partnered with Leonardo to provide a single point of entry for hotels interested in management and delivery of all their visual media. ICE Portal's content can be seen globally on over 20,000 travel and search related websites and can be displayed in multiple-languages. ICE Portal also offers production of rich media content including videos, 360°, virtual tours and Flash WebShows. For more information, please visit www.iceportal.com.

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