

## Ice Portal Declares 'rich Media For Everyone' During HITEC 2008

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Daily Digital Brochure Giveaways And Demonstrates Latest E-Book Innovations

ICE Portal announced today that it would demonstrate the power of rich media in Booth # 256 at this year's HITEC Conference and Trade Show. And with industry research clearly indicating that travel consumers prefer videos, virtual tours, and high quality imagery as the most influential drivers in their current buying decisions, the industry leader in the production, management, and distribution of rich visual content is declaring that no hotel should be left behind!

'ICE Portal is embracing this year's conference as a chance to help our industry realize the potential of rich media and begin to reap the benefits of this affordable, high quality, and readily accessible component of hotel or destination marketing,' stated Henry Woodman, president of ICE Portal. '127 million unique viewers of ICE Portal content a year can't be wrong!'

### **Digital Content on Display**

Strategically located across from the HITEC Technology Pavilion, the ICE Portal booth (Booth 256) will enable visitors to experience the best in next generation hospitality marketing through its industry-leading eBook. Displayed on a 50' holographic interactive screen, the eBook offers all the advantages of traditional print brochures with zero downloadable time, interactive features, and dynamic pages with high-resolution visuals displayed in real-time. Additionally, the world's leading Internet Content Exchange Portal, will share its findings on the impact of rich media on page views, conversion rates, average daily rates (ADR) & more.

'Rich media can convey information that is sometimes difficult to describe. Images, virtual tours and video have the power to convey far more authentic, detailed, and emotional travel information than words alone,' comments Henry Woodman, president of ICE Portal. 'Our research indicates that hotels that effectively integrate rich media into their online marketing strategies, including distribution of their content to 3rd party intermediaries realize a multitude of benefits including increased traffic and higher look-to-book conversions.'

Thousands of hotels, cruise lines, and destinations worldwide are turning to ICE Portal for the ability to showcase their brands, resorts and attractions and provide that valuable content to millions of travel consumers every day. By using its proprietary technology, ICE Portal takes rich media (images, virtual tours & videos) and delivers it 1,000s of distribution web sites in their required formats.

Visitors to the ICE Portal booth (# 256) 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

Videos optimized for streaming on the Web

Digital Brochures & eBooks

### **Register Daily to Win A Digital Brochure and 11' LCD Digital Photo Frame\***

Beginning Tuesday, June 17th, HITEC visitors to ICE Portal's Booth (Booth 256) can register to win a free digital brochure. One winner will be announced during the trade show each afternoon. In addition, one lucky HITEC attendee will win an 11' Pandigital LCD Digital Photo Frame. Visitors can register to win this advanced technology frame at the ICE Portal Booth. The winner will be announced on Wednesday, June 18th.

### **Supplier Session: The Changing Face of the Consumer**

**Tuesday, June 17, 2008 4:15pm-5:30pm**

ICE Portal President Henry Woodman lends his knowledge and experience to the HITEC session 'The Changing Face of the Consumer'. This education session on Day One will help hoteliers understand how to reach and influence travelers in a marketing environment that is dynamic, and overrun with user led web 2.0 and social media. The session also explains how rich media directly impacts customer conversion for hospitality sites and why hoteliers need to build their visual strategy. Sessions shares how to use video content to drive qualified traffic to a website.

### **Supplier Session: Rich Media for Dummies**

**Wednesday, June 18, 2008 4:15pm-5:30pm**

On Day Two, ICE Portal President Henry Woodman brings a little humor and a lot of helpful information to the education session designed to aid those hoteliers who are overwhelmed with the onslaught of new online marketing musts. But is developing a rich media strategy really that daunting? This session breaks it down from how to produce video content to the

truth about pricing and the secrets of distributing Rich Content. This interactive session will provide statistics and Case Studies on how Rich Media has increased traffic to the hotel website as well as improved the conversion rate.

*\*Registrants do not have to be present at the drawing to win.*

### **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. Strategically located across from the 2010 Room in Booth 256, will be demonstrating the latest in eBook technology. 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](http://www.ICEportal.com) or call 1-954-893-6778 in Hollywood, FL USA.

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