

Visuals Distributed

Specializing in Management & Delivery of Hospitality Visuals



ICE Portal's **Global-ICE** distribution network helps travel suppliers (including hotel management and representation companies) organize and deliver their visuals to millions of consumers via the travel industry's largest distribution channel network

Visuals Distributed Everywhere!

- ✓ We make sure your hotels' visuals are delivered to **all** major GDSs, OTAs, wholesalers, review sites, search sites & social networks
- ✓ Don't worry about the details, we'll deliver the images in the required specs (size, category, language, meta-data, etc.) for every channel
- ✓ We can help you organize your visuals with PrecICE tags, and track and report on the status of each image with Image Tracker

Advanced Cloud Based Infrastructure

- ✓ Your visuals are securely hosted and delivered from multiple locations around the globe using Amazon's CloudFront to ensure quick and reliable delivery
- ✓ ICE Portal's IT platform was designed specifically for travel & hospitality to help users easily and intuitively distribute visuals
- ✓ It's not only easy for hoteliers to manage their visuals in ICE, but the web and IT users find our platform to be reliable and powerful

Get Control of Your Images

- ✓ We can deliver images directly to your website, your booking engine, and even Facebook in real time
- ✓ Users of ICE CMS can easily find out when and who uploaded and/or activated any image in the database
- ✓ Hoteliers get image tracking reports to clearly identify the distribution status of every image sent to the leading channels

Visuals Curated

Simplifying How Hotels & Resorts Optimize their Visuals



ICE Portal's Content Management System (CMS) was designed specifically for travel & hospitality clients to organize visuals and optimize bookings. PrecICE technology allows users to associate relevant contextual information (meta-tags) for each photo

Curation of Visuals – Simplified

- ✓ With one mouse click, hoteliers can add meta-data to each image so that channels can easily organize and display specified visuals
- ✓ Hoteliers can improve their content score on leading channels because the PrecICE image tags are mapped to the channels' tags
- ✓ Improve upselling of your rooms by tagging room images with *your* room type code that ICE then maps to leading channels

Content Quality Score

- ✓ Want to know the quality of your visuals? ICE Portal provides a content score for every image and corresponding property in the database
- ✓ Knowing your content score will help you improve the quality of your visuals — size, quantity, category, contextual PrecICE and room type tagging
- ✓ Hoteliers are able to compare their quality score to similar properties and identify which hotel(s) and image(s) are not up to par

PrecICE Meta-Tags

- ✓ The easiest way to organize your property's images is with PrecICE meta-tags that provide relevant context for each image
- ✓ PrecICE image tags are mapped to leading channels, so tagging images in ICE will improve your hotel's content score everywhere
- ✓ The easy and intuitive tagging system suggests tags and allows you to associate one or more tags with one or more image(s)

Visuals Managed

One Stop to Organize All Your Visuals



ICE Portal's travel and hospitality specific Content Management System (CMS) enables hotels and resorts to easily and intuitively organize and manage all visuals that are regularly updated to the largest distribution channel network in the travel industry

Easily Manage All Visuals

- ✓ Users with various permission levels can log in anywhere, anytime, on any device and OS, via any internet connection
- ✓ The logical and intuitive Graphical User Interface (GUI) helps users easily add, organize, edit and distribute all their visuals
- ✓ International channels can get your images with categories and tags that are automatically translated and offered in 12 languages

The Complete Solution

- ✓ Hotels and hotel groups have a simple solution to store, manage, curate, distribute and track all of their visual content from a single source
- ✓ There is nothing out of the box about ICE CMS, the entire IT platform was customized from the ground up specifically for travel & hospitality
- ✓ Users are granted various levels of access that can be customized to ensure your work flow and approval processes are exactly how *you* want them

Designed for Travel & Hospitality

- ✓ Everything we've built into the ICE CMS comes from our hotels and hotel groups input – this helps us know *your* needs/wants
- ✓ You want a solution that fits – one that helps you get your most valuable assets, your visuals, efficiently distributed everywhere
- ✓ Once you realize how simple and easy it is to manage visuals in ICE, you'll wonder why we offer to train every user

Visuals Produced

Great Visuals = More Bookings = More \$\$\$



Stunning visuals, including photos, videos and 360 tours make a lasting impression with travelers. ICE Pics is our way to help hotels & resorts create quality visuals via our partnerships with some of the best photographers and videographers in hospitality

Start with Great Visuals

- ✓ Consumers consider images more important than text information & customer ratings; we can help produce great visuals
- ✓ Quality photography, video and 360 tours from ICE Pics and our production partners ensures you get noticed
- ✓ All intellectual rights to any visuals produced by ICE Pics and our partners belong to you, the client, in perpetuity

Visual-ICE Media Gallery

- ✓ Showcase your visuals with a customizable Visual-ICE Media Gallery optimized for display in every browser, on any mobile device and connection speed
- ✓ Travelers will see your visuals in milliseconds because your content is hosted and delivered from Amazon's CloudFront with locations around the globe
- ✓ Visuals uploaded and approved in the ICE CMS are displayed immediately in your Visual-ICE Media Gallery so travelers see fresh and accurate content

Rich Media

- ✓ Want to show more of your property? ICE Pics production staff and our partners create stunning videos and 360 tours
- ✓ Let travelers look "all around" with custom 360 tours that can be viewed on any device, including VR glasses
- ✓ Tell *your* story with stunning videos optimized to play on any device and connection speed, with multi-lingual subtitles

Visuals Stored

All Your Digital Assets Stored and Organized



The DigitICE library is a Digital Asset Management (DAM) solution tailored for the needs of travel and hospitality clients. Clients can easily upload, store, manage and deliver all digital assets in a secure, cloud-based platform

All Digital Assets

- ✓ Multiple users, with various permission levels, can easily store, organize, host and share any digital file, any format, anytime, anywhere
- ✓ The DigitICE library allows unlimited users with various access and time constraints, if enabled, to view, select and get visuals 24/7/365
- ✓ Your digital assets are stored on secure cloud-based servers that are backed up daily for your protection and peace of mind

Designed for Travel & Hospitality

- ✓ The DigitICE Library shares the same easy-to-use interface as the ICE CMS so users will not have to waste time learning something new
- ✓ Built to cater to the needs and specifications of the global travel and hospitality industry using industry standards and best practices
- ✓ You only need to upload and manage your visuals in one place, we will connect to other systems, channels, websites and platforms

Simple Visual Management

- ✓ Easily manage permissions and access levels for multiple users to ensure the right people can manage and/or access content
- ✓ Create as many custom folders and sub-folders as you need to effectively organize and manage your assets just the way you want
- ✓ It's easy to find every asset in your DigitICE Library with powerful search features and the integrated PrecICE tagging technology

Visuals for Channels

Distribution Channels Can Access Optimized Visuals for Free



ICE Portal helps travel suppliers distribute their visuals to distribution channels – there is no cost for distribution channels who want to receive the hotels’ visuals. Channels interested in becoming a distribution partner should contact

Benefits for Channels

- ✓ Visuals optimized and curated for increased conversion – sizes, format, category, room type, contextual meta-tags and languages
- ✓ Channels receive fresh, accurate, client approved visuals with corresponding meta-data that is updated daily at no cost to them
- ✓ Distribution channel partners will not get duplicate images, as we identify all duplicate images prior to delivery

Advanced Cloud Based Infrastructure

- ✓ Distribution partners get visuals that are hosted and delivered from Amazon CloudFront Content Delivery Network (CDN)
- ✓ Channels can “get” content in a variety of ways and maintain the freshness of the content with a regular sync with ICE
- ✓ Content is delivered to distribution channels using industry standards and best practices to simplify the integration

Fast, Accurate and Valuable

- ✓ ICE is *the* source for leading hotel groups that use our powerful and secure IT platform to deliver their visuals to channels
- ✓ Our distribution partners spend more time focused on other priorities, as ICE Portal delivers the visuals in required specs
- ✓ More than just pretty pictures – the visuals are provided with valuable meta-data to provide greater context to each image