

Visuals Curated

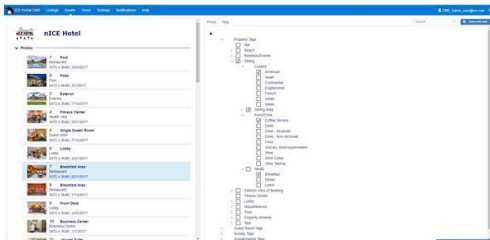
Simplifying How Content is Added to Visuals



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.

Why We Curate Visuals

- ✓ To provide greater context for each image
- ✓ To help marketers personalize visual content
- ✓ To organize, search and display specified content



See next page for enlarged image

How We Add Context to Visuals

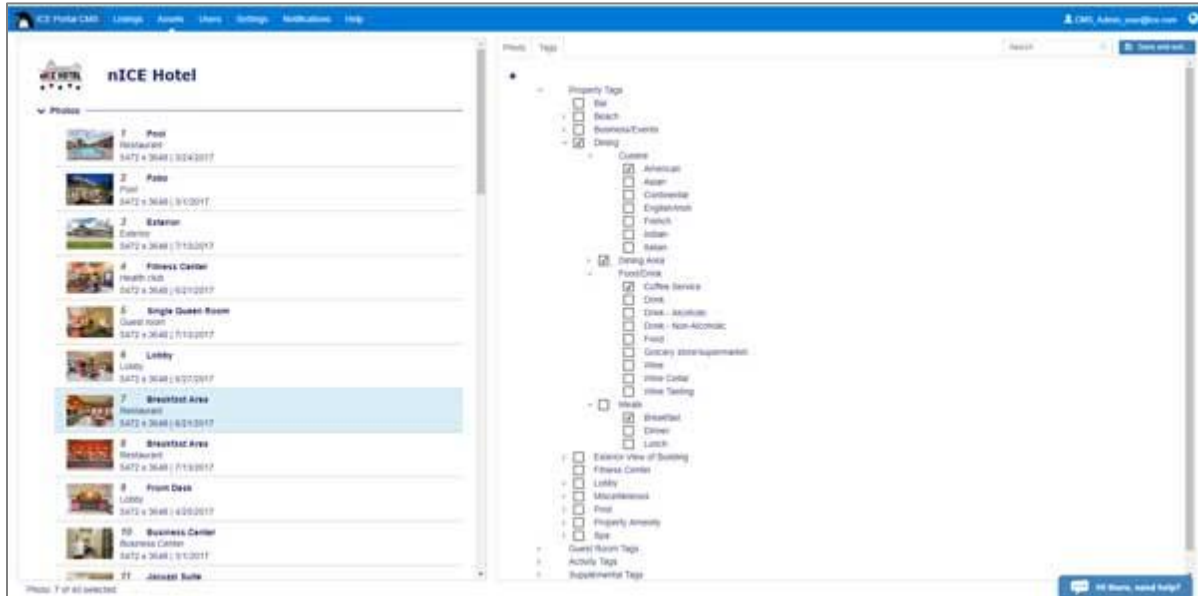
- ✓ Over 375 travel and hospitality specific meta-tags
- ✓ The user can tag one or multiple photos at once
- ✓ Our tags are mapped to tags used by 3rd party channels

What's In It for You?

- ✓ Higher content score on 3rd party distribution channels
- ✓ Customizable galleries for specified consumer profiles
- ✓ Greater engagement and bookings from target prospects



Viewing tags lists for each image – Thumbnail view



Ability to select multiple images to add common tags – List View

