

Visuals Managed

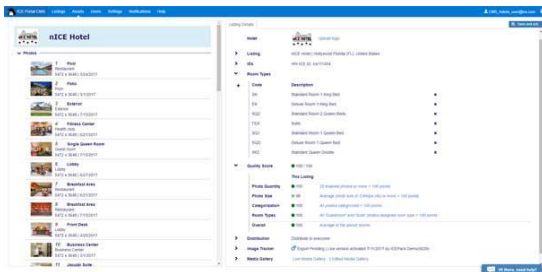
One Stop to Organize All Your Visuals



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.

Why We Built a Hospitality CMS

- ✓ To store, organize, curate and track visual content
- ✓ Effective management of visual content is vital
- ✓ Better organization of visuals improves efficiency



See next page for enlarged image

How Our CMS Manages Visuals

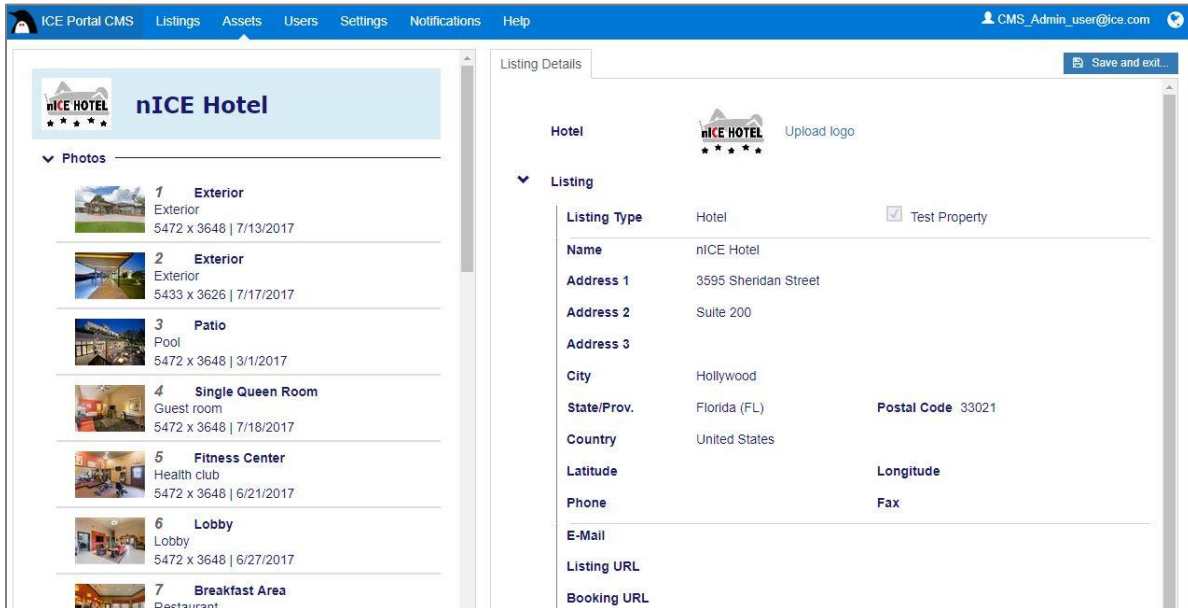
- ✓ 24/7/365 access with custom permission levels
- ✓ Simple, logical and intuitive user interface
- ✓ Scoring, curating and tracking visuals

What's In It for You?

- ✓ A CMS created specifically for travel and hospitality
- ✓ Your visuals are stored in a secure environment
- ✓ Easy user adoption using the simple interface

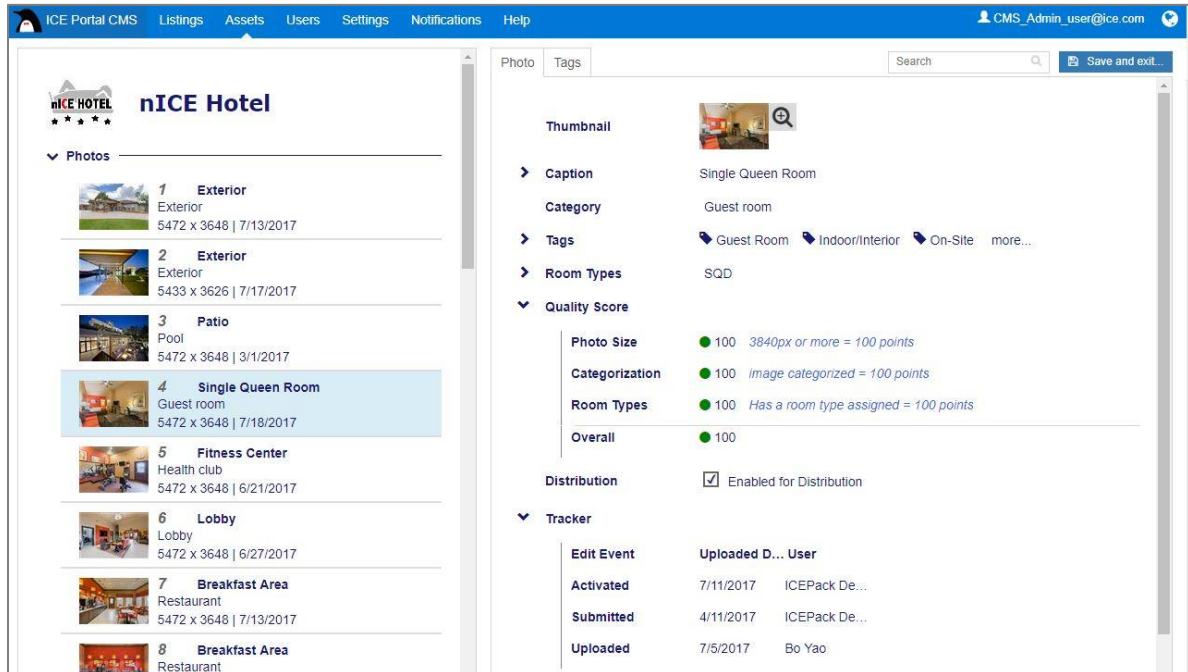


Viewing property level info (listing chevron open) –Thumbnail view



The screenshot shows the ICE Portal CMS interface. The top navigation bar includes 'ICE Portal CMS', 'Listings', 'Assets', 'Users', 'Settings', 'Notifications', and 'Help'. The user is logged in as 'CMS_Admin_user@ice.com'. The main content area is titled 'Listing Details' and features a 'Save and exit...' button. On the left, there is a 'Photos' section with a chevron icon, displaying a list of 7 photos for 'nICE Hotel'. The photos are: 1. Exterior (5472 x 3648 | 7/13/2017), 2. Exterior (5433 x 3626 | 7/17/2017), 3. Patio (5472 x 3648 | 3/1/2017), 4. Single Queen Room (5472 x 3648 | 7/18/2017), 5. Fitness Center (5472 x 3648 | 6/21/2017), 6. Lobby (5472 x 3648 | 6/27/2017), and 7. Breakfast Area (5472 x 3648 | 7/13/2017). The right side of the page shows the 'Listing' details for 'nICE Hotel', including listing type, name, address, city, state/province, country, latitude, longitude, phone, fax, e-mail, listing URL, and booking URL. A 'Test Property' checkbox is checked.

Viewing info for specific image – List view



The screenshot shows the ICE Portal CMS interface. The top navigation bar is the same as in the previous screenshot. The main content area is titled 'Photo' and features a 'Search' box and a 'Save and exit...' button. On the left, there is a 'Photos' section with a chevron icon, displaying a list of 8 photos for 'nICE Hotel'. The photos are: 1. Exterior (5472 x 3648 | 7/13/2017), 2. Exterior (5433 x 3626 | 7/17/2017), 3. Patio (5472 x 3648 | 3/1/2017), 4. Single Queen Room (5472 x 3648 | 7/18/2017), 5. Fitness Center (5472 x 3648 | 6/21/2017), 6. Lobby (5472 x 3648 | 6/27/2017), 7. Breakfast Area (5472 x 3648 | 7/13/2017), and 8. Breakfast Area (5472 x 3648 | 7/13/2017). The right side of the page shows the 'Photo' details for 'Single Queen Room', including caption, category, tags, room types, quality score, distribution, and tracker. The quality score is 100, and the distribution is enabled. The tracker shows the photo was uploaded on 7/5/2017 by Bo Yao.