

Orange Signs Visual Content Distribution Agreement with ICE Portal

Hollywood, FL – April 10, 2018 – Mobile and internet services operator, [Orange](#), has recently begun receiving content from top visual content curator distributor, [ICE Portal](#). This agreement will enhance the hotel content on Orange's 118712.fr platform and extend the reach of ICE's hotel supplier network.

Orange is a French telecommunications company, offering services like internet and mobile phones. They also offer a French web directory, their 118712.fr platform, which is visited by 3 million French consumers each month.

ICE Portal's visual content management system is a cloud-based platform where hotels and resorts manage, curate and distribute their photos, videos and 360 tours. Nearly 50,000 hotels across the globe use this service to deliver their content to travelers via thousands of connected distribution channels.

"Thanks to our partnership with ICE Portal, each user of our 118712.fr directory will be able to discover indoor views of our listed hotels," said Rayane Chawaf, Head of Orange Local. "This feature allows consumers to preview the hotel lobby and rooms and brings a better user experience while searching and booking a hotel on 118712 apps and website."

"We're excited to begin this partnership with Orange and are looking forward to extending the reach of our suppliers to French travelers. We hope to see increased engagement and conversions from this market as a result of the enhanced hotel listing content," said ICE Portal's Director of Operations, Martina Namestkova.

Both companies look forward to strengthening their services through this partnership. ICE Portal hopes to see increased bookings for their supplier network via increased exposure on Orange's web search platform. Additionally, enhanced hotel content on Orange should help to increase traffic and conversions from consumers searching for hotels.

About ICE Portal

ICE Portal is a technology and marketing company that helps travel suppliers manage, curate and deliver their visuals to 1000s of online travel and travel related websites – including major OTAs, GDSs, DHISCO (Formerly Pegasus,) Search Engines & Local Directories, and Social Networks. To find out how ICE Portal can work for you or to learn more about our company please visit www.ICEPortal.com