

## NEWS RELEASE

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# iseemedia® and RealBiz360.com Announce The World's First High-Definition Virtual Tours for Realtors

## Self-Serve Portal Generates Leads for Agents Through Easy Creation and Publishing of High Resolution Virtual Tours

WASHINGTON, D.C. – NAR Convention (National Association of REALTORS®), Marriott Wardman Park Hotel – May 11, 2005 – For the 8,500 REALTORS® congregating for their mid-year Meetings and Trade Expo in Washington D.C., iseemedia Inc. (TSX Venture: IEE), a technology leader in streaming rich media content for Web and mobile devices, and self-serve real estate marketing portal, RealBiz360.com, today announced the world's first High-Definition Virtual Tours for the real estate market. High-Definition Virtual Tours deliver an unparalleled experience to the real estate buyer, enabling users to zoom in and see the fine details captured by today's new generation of digital cameras.

According to REALTOR.com®, the official site of the National Association of REALTORS®, homebuyers clearly recognize the value of virtual tours, opting to view properties with a virtual tour ahead of others more than 120,000 times each day. Although some Internet home listings include a virtual tour, most tours yield low quality, low-resolution images that blur when homebuyers zoom in to view details. "The main benefit of a virtual tour is in the finer details, so being able to zoom in on demand to see the refinements of a wall sconce or a wallpaper pattern in astonishingly clear detail is a 'must have' in today's market," said Charles Lyman, Chairman & CEO, RealBiz360. "The ability to offer High-Definition Virtual Tours to the real estate agent puts the RealBiz360.com offering ahead of all other virtual tour services."

### A Self-Serve Portal That Generates Leads for Agents

The new High-Definition Virtual Tour capability is integrated at no additional cost and will be available in the next release of RealBiz360.com's essential Web-based marketing applications for real estate professionals, which includes RealBiz TourBuilder and RealBiz WebCreator. TourBuilder is an easy-to-use application that enables a real estate agent to easily create an unlimited number of High-Definition Virtual Tours of their properties and automatically links them to real estate sites such as Realtor.com and the myriad of MLS sites in the U.S. and Canada. For agents that also want their own Web site, there is WebCreator, a wizard-driven Web application that allows the real estate professional to easily create and manage their own website with all their listings, complete with High-Definition Virtual Tours and other images.

"We're very excited to announce the High-Definition Virtual Tours capability with our business partner RealBiz360 to the 8,500 real estate professionals coming to the NAR Conference," said Anthony DeCristofaro,

president and CEO, iseemedia. "Virtual tours have become an essential marketing tool for the real estate professional and iseemedia's technology remains at the forefront, delivering unprecedented speed and image quality that makes for an unrivaled experience for the homebuyer. RealBiz360 intends to market this suite of services to real estate agents, photographers and broker offices throughout North America, in a revenue sharing model with iseemedia."

### **About The High-Definition Virtual Tour Technology**

Tours created on the RealBiz360.com portal utilize iseemedia's market-leading virtual tour software and rich media delivery solutions, PhotoVista™ and ImageServer 5XE, which are designed to take full advantage of today's higher resolution, multi-mega-pixel digital cameras and new generation of VR photographic equipment that capture greater details. iseemedia's patented streaming technology enables a potential home buyer to zoom into an image on demand to see details captured by these new cameras. The technology serves up images in higher resolution irrespective of the requester, so users can see the detailed quality of High-Definition Virtual Tours and other images equally whether from a desktop PC or a mobile device. The mobile device capability will be rolled out on RealBiz360.com in the coming months with the launch of iseemedia's iseemobility 5M products.

### **About RealBiz**

RealBiz, LLC is a privately held company formed in 2004. Its RealBiz360.com, a PicturePath Partner, is the first self-serve model for Real Estate Professionals that combines both a Website and Virtual Tour Solution. This online solution includes the easy-to-use TourBuilder and WebCreator applications that enable Real Estate agents to quickly and easy create and manage a professional online marketing presence. For more information, please contact the sales staff at 1.888.REALBIZ (732-5249) ext. 81 or by email at [sales@realbiz360.com](mailto:sales@realbiz360.com).

### **About iseemedia**

iseemedia Inc. (TSX Venture: IEE) is a technology leader in rich media content delivery and management for Internet and mobile applications. The company's patented technology sits at the heart of rich media content solutions from e-tailing to medical applications to real estate virtual tours. More than 200 organizations use iseemedia's technology to deliver a more robust, richer Internet experience to their customers and communities, including the Vatican Museums, Nine West, Kenneth Cole, Jones Apparel, Toyota, Hitachi Automotive Products, Four Seasons Hotels, Speedera, Puma and Advanced Micro Devices. For more information visit <http://www.iseemedia.com>.

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