

**VRGuild LLC, RealBiz360 LLC and iSeeMedia Inc Announce A Full Service Virtual Tour Alliance for RealBiz360 High Definition Virtual Tours**

SAN FRANCISCO, CA. – NAR Convention (National Association of REALTORS®) – October 28, 2005 – VRGuild LLC, the Virtual Tour Association centered on the needs of the professional independent virtual tour producer, announced a strategic business alliance with Realbiz360 LLC and iseemedia Inc. This new alliance merges the power of VRGuild's Tour Management Platform with RealBiz360's HDTV (High Definition Virtual Tour) powered by iseemedia's image server 5XE, and iseerealty™ mobile technology.

"We are excited to be Realbiz360 and iseemedia's "Full Service" launch partner for their High Definition Virtual Tour™ technologies. The synergy between our two organizations will give VRGuild Member Producers a strategic edge with Real Estate professionals looking for a turnkey Virtual Tour & Digital Imaging solution that provides the highest quality virtual tours in the industry," said David Allison, CEO of VRGuild.

Warren Taryle of RealBiz360 stated that, "our alliance with VRGuild expands the market penetration of RealBiz360 into the Full Service Virtual Tour segment and that means that our HDVT technology will be available to a broader real estate community."

"As the technology platform partner with RealBiz360, iseemedia continues to lead the industry with its ability to deliver the best VT creation tools and the only rich media streaming technology available – ensuring the highest quality images are delivered to any device, any where at any time," commented Anthony DeCristofaro, CEO of iseemedia Inc.

**About 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™TourBuilder 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 detail. 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 or a mobile device.

**About VRGuild LLC**

The VRGuild Association was formed in 2002 to support the local virtual tour producer/ entrepreneur. The Association's business approach is founded on the idea that the individual shooting and producing the content should retain the greatest percentage of the proceeds from their efforts. Since its inception the VRGuild Association has grown to over 80 Independent Members across the US serving the



virtual tour needs in their local market. For more contact VRGuild LLC, 1-866-874-8453, 2801 Regal Road, Suite 106, Plano, TX 75075 or by e-mail at david@vrguild.com.

**About RealBiz360 LLC**

RealBiz360, LLC is a privately held company formed in 2004. RealBiz360.com, a PicturePath Partner, is the first self-serve model for Real Estate Professionals that combines both a Website Builder and High Definition Virtual Tour Solution and Mobile Virtual Tours. This online solution includes the easy-to-use RealBiz360 TourBuilder, WebCreator and the soon to be released RealBiz360 Mobile. All of these applications that Real Estate agents to quickly and easy create and manage a professional online marketing presence. All of the RealBiz360 technology is powered by iseemedia – the leader in dynamic imaging and Virtual Tour software for Real Estate. For more information, please contact Philip Bliss on 416-504-7228, extension 200 or 1.888.REALBIZ (732-5249) ext. 81 or by email at philb@realbiz360.com.

**About iseemedia Inc**

iseemedia (TSX-V: IEE) is a software company focused on the development of advanced, rich content adaptation and delivery solutions for Web and wireless applications. The Company's iseemobility 5MXE software platform enables the creation, adaptation, transcoding, management and secure delivery of rich images, including streaming media, or large documents, to any device, anytime, anywhere. iseemedia is focused the growing demand for a scalable solution that addresses the "create once, publish to many" paradigm. The Company has a strong global patent portfolio of 39 issued and pending wireless and imaging patents. For more information, please visit [www.iseemedia.com](http://www.iseemedia.com).

