

iseemedia and RealBiz360.com Announce iseerealty, Virtual Tours on Mobile Phones

Virtual Tours, Property Listing Information, Location Maps and Access to online Documents are now available on Mobile Phones.

SAN FRANCISCO, CA. – NAR Convention (National Association of REALTORS®) – October 28, 2005 – For REALTORS® congregating for their Meetings and Trade Expo in San Francisco CA, iseemedia Inc. (TSX Venture: IEE), a technology leader in streaming rich media content for Internet and mobile devices, and self-serve real estate marketing portal, RealBiz360.com, today announced the preview of the soon to be launched iseerealty. iseerealty provides access to Property Listing Information, Virtual Tours, Documents, Location Maps, and Real Estate Calculators on mobile phones.

Real Estate agents have historically been the early adopters of new technology, and specifically mobile phones and Personal Digital Assistants. The convergence of these technologies has now provided devices such as the Palm Treo 650, RIM Blackberry, HP iPAQ h6300. iseemedia's, iseerealty software is designed to take advantage of these new device capabilities and provides the agent with a complete set of applications to make the mobile office a reality. iseerealty makes agents more productive at home, in the office and on the road.

Taking RealBiz360 on the Road

The iseemobility application will be offered as an additional service to RealBiz360 agents and brokers early next year. iseerealty is seamlessly integrated into RealBiz360.com's essential Web-based marketing application for real estate professionals, which includes RealBiz TourBuilder and RealBiz WebCreator. With iseerealty agents can;

Search

- search for Virtual Tour and Property Listing Information
- use advanced features to limit searches to specific property attributes
- save searches and recall them in seconds
- have iseerealty notify you of a new listing which matches your search criteria
- iseemedia smart-client technology keeps you working over intermittent networks

Inform

- view title searches, escrow agreements, surveys
- view listing information
- view virtual tours
- view property locations on a map
- view local cultural data (for example, proximity to schools and parks)
- forward important documents to your clients
- send the virtual tour links to your clients
- manage client relationships from your mobile device

Select

- show your clients listings and virtual tours while on the road
- no need to travel back to the office
- select and call, email or SMS the listing agent (no dialing required)
- show virtual tours when the sellers are not accepting visitors

Whether at an appointment with a potential buyer, or a chance meeting with someone at the local StarBucks, agents now have their catalog of listings and virtual tours with them all the time, day or night. Finding a listing, showing a tour, locating the property on a map, viewing a survey, and making an appointment to view the home can now all be done on your phone, wherever you are. iseemobility even lets you store selected information and tours on your mobile phone, so that if you are out of range and don't have network access you can still access everything you need.

"We're very excited to announce the iseerealty sneak preview with our business partner RealBiz360 to the real estate professionals coming to the NAR Conference," said Anthony DeCristofaro, president and CEO, iseemedia. "The mobile phone has become an essential communications tool and iseemedia's technology has added sales and marketing functionality, making the device even more valuable to real estate professionals and broker offices throughout North America."

About iseerealty Technology

iseerealty is built using the iseemedia iseemobility 5M platform. iseemobility 5M, is a standards-based platform providing an environment to build secure, and manageable mobile applications. Developers can leverage features and functions directly and in any combination. They can use their existing development tools to create feature-rich, in-demand applications more quickly and cost-effectively. They can design and build applications that push rich media or document content to mobile devices, pull content from central repositories, or use MMS, SMS, email, WAP push or custom clients to deliver content to the mobile phone. iseemobility is an integral part of the RealBiz360 infrastructure, making all rich media, text and document content available to mobile phones.

About RealBiz360 LLC

RealBiz360 LLC is a privately held company formed in 2004. Its RealBiz360.com web portal, a PicturePath Partner, provides 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 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

iseemedia Inc. 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 delivery 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>.