



Introduction

We are in an era of customization in which consumers want to be treated as individuals rather than as a part of a mass market – even online. “I want it my way, and I want it now,” is the challenge facing all online marketers today. Traditional marketing continues to be costly and largely ineffective.

Experiential Marketing is a concept that moves beyond the traditional “features and benefits marketing.” It connects consumers with brands in personally relevant and memorable ways.

TripTelevision is the primary travel industry provider of a streaming video technology that brings an interactive and experiential sale to the online travel consumer. The purpose of this product is to utilize existing, state-of-the-art technology and combine it with destination and brand video footage. This combination enables TripTelevision to assist in the growth of vendor Internet-based sales by creating an interactive, highly personalized customer transaction.

TripTelevision, LLC offers a flash player distinct from all others. Each viewer sees something different every time they visit the page. Travel vendor videos self-assemble so fast that traditional Web video browsing becomes a seamless television-like experience. The more a client interacts with the player, the more it delivers what the consumer prefers. There is a call-to-action during every viewing so consumer's can immediately connect with the vendor and make a booking while they are still engaged and excited.

Whether you are a travel vendor, supplier, advertiser, or consumer, TripTelevision's smart player experience and media management tools connect you with your audience.

The Product

Experiential TripTelevision is a video and content management organization for the travel industry that combines a client's streaming video content with stimTV Network, an existing, proven state-of-the-art streaming video technology. This exclusive partnership with stimTV™ Network allows TripTelevision to become the travel industry's first truly personalized travel marketing experience.

Notable among the features within the technology is the architecture that makes the player 'smart'. Built with the consumer in mind, this platform is capable of learning about the viewer so that the player can help the viewer to discover media personalized to his choices and preferences and then present it in an entertaining way. The patented «Video Assembly Engine» selects and assembles short video clips into a high-powered stream of previews from which viewers may opt in to watch longer clips or acquire additional related information. Viewers can also fine-tune their experience by creating very brief and completely anonymous profiles that enable the software to deliver a truly tailored stream of videos.

Other unique features include a viewing-history pane that allows viewers to return to earlier clips as well as numerous navigational refinements allowing viewers to filter the content they see in many ways – by destination, property, with or without stored viewer preferences. Everyone who watches the viewer sees something different - something right for them. It's true unicasting, available to everyone with a broadband internet connection.

The application is an intelligent media management and delivery platform that pairs the effortless experience of TV with the power of on-demand video. The more viewers watch, the more the product learns. In contrast, traditional features and benefits marketing generally seeks to persuade customers by invoking rational factors that position one brand over another.

TripTelevision will gather and/or provide vendors the ability to add content one of three ways:

1. Vendors can utilize their existing video content and TripTelevision will do the editing work.
2. TripTelevision will provide a film crew so the vendor can monitor and control the content captured, and then the content will be edited for loading.

3. TripTelevision will send a film crew to the vendor location with pre-approved, standardized requirements for video capture, which will then be edited to work within the software application.

Pricing models are flexible based on the needs and configuration of each client site. Customers can see the full product 'in action' at a demo site – www.triptelevision.com/demonstration.html

Features

Control – TripTelevision embodies your publishing guidelines and delivers viewers the experience YOU want. There are numerous functions available to you including the ability to establish viewing order of the products or brands you prefer, add promotional content within 24 hours of a sale through our online administration portal, and the addition of our local destination vendors or consumer products specific to a destination as an enhancement to the content of the site.

Intelligence - TripTelevision's unique personalization system adjusts the video experience to match the tastes and needs of each individual viewer. Viewers can establish their viewing preference or search criteria during their viewing session or the player tracks their preferences and habits and shows them similar product content that might meet their needs while interjecting new product content as options.

Customization – the TripTelevision player's look and feel can be customized to harmonize with its surroundings. Everything about the player - size, shape, color, and placement – is modifiable to suit your needs.

Rapid Fire Video (RFV) – the tiered video experience delivers engaging content within a fraction of the time required by traditional viewing methods. This state-of-the-art platform immediately begins when the player is launched and there is never any 'buffering' latency.

Experience - the advanced Video Assembly Engine of the TripTelevision player generates a unique, dynamic experience for each viewer. Our proprietary software self-edits each time the player is launched and randomly pulls different 7-10 second introduction views from all the video content on our server. Even if a vendor preference order is established, the player will pull different, random views of a property each time the player is launched.

Ecommerce - the TripTelevision player allows publishers to deploy transactional opportunities with the player environment.

Benefits

Easily Manage Your Content

Do you have content, but no idea how to get it online? TripTelevision simplifies and automates the process through our intuitive stimTV media management toolset and a suite of services. All you have to do is produce the content – we'll take care of the digitalization, encoding, organization, tagging and uploading.

Experience the Cure for the 'Common Search'

Once your content is prepared, we'll help you quickly publish your content on the TripTelevision player through our template-driven Video Assembly Engine (VAE). For organizations with large-scale publishing needs, we also offer publishing support to assist your team in quickly launching your network.

Gather Content for Your Product or Website

TripTelevision has standard quality and content requirements for each product or vendor display and can provide the production team to capture the necessary images for a destination or location.

Reach Your Audience through our Intelligent Media Delivery Platform

Whether you're an advertiser looking to connect with travel consumers or a publisher looking to monetize your network, TripTelevision offers the travel industry an array of promotional solutions supporting all standard IAB and rich media ads.

Track Your Success

Successfully launching a network or an ad campaign isn't enough – you need to be sure that you're connecting with your audience. To help you measure, analyze and optimize your network or ad performance, TripTelevision offers a range of customized metrics and analytics you can use to track usage and individual vendor performance.

Why TripTelevision?

The online travel segment of the Internet continues to grow year-over-year as confirmed by Perspective's 2006 nationwide Travel Poll, "More than 83% of travelers in the U.S. use the Internet to research of book travel". Creating new, exciting ways to capture a potential buyer's dollars within a supplier site is the greatest goal. What we know today is that consumers' decisions, particularly related to travel, are significantly more influenced by emotionally-generated feelings rather than being rationally-derived thought. The requirement of a more interactive purchase to facilitate this desire in the marketplace is radically increasing and will continue to do so for many years.

For the first time in history, technology has been developed that takes a static media and turns it into a dynamic, participative, individually-targeted sales tool. The TripTelevision product is scalable, has the ability to be personalized to both the client and the consumer, and has dynamic content, so every time a potential customer visits a site, they will see a unique view of the content every time.

The consumer benefit from this content and video combination is unprecedented. Hotelmarketing.com reported in its Oct. 2, 2007 issue that "a nationwide survey for Google and AOL found that more than ¾ of respondents said online video was as good as television for learning about advertisers, with more than 6 in 10 respondents saying they had taken some action after watching an online video ad". The TripTelevision product facilitates these individual consumers researching and shopping with travel vendors for their vacations with little effort, varied entertainment, and ease. It will bring the destination to life for the customer, create a true "experiential" sale, and most importantly, it will hold customer interest on the page longer than a static site could, thereby increasing the odds of a purchase.

This combination of technology and content create a final product that becomes a fully integrated, personalized, web-based travel marketing and sales tool.

Conclusion

TripTelevision exists to benefit and engage everyone it touches. The basic proposition of our business is simple, solid, and current. When we bring entertainment, interaction, and personalization to travelers during their online shopping experience, then we successfully nurture and protect the brands we represent through our product. That is the key to fulfilling our ultimate obligation of facilitating an experiential, satisfying customer purchase.

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