

FOR IMMEDIATE RELEASE:



ICE Portal Releases Full Mobile Solution

Hollywood, Florida – July 26, 2011 – Two weeks after the release of Mobile360 for [iOS](#)^[i] devices ICE Portal is proud to announce the complete Mobile360 platform, including support for [Android](#)^[ii].

A July 11th [Forrester Research](#)^[iii] publication establishes that smartphone users are “Better-educated and have higher incomes. Smartphone travelers are more likely than the general base of travelers to be college graduates. They earn more money, too. On average, a US business traveler who has a smartphone has a household income about 7% higher than the typical business traveler. Smartphone travelers are also more likely than the general population of travelers to be primarily motivated by entertainment. What does this mean? These people value experiences, and they expect that experiential content — whether it’s written copy, photography, or video — to come through, regardless of the touchpoint.”

There are varying forecasts of potential market caps, but as per [eyefortravel](#)^[iv] eight percent of Asian mobile users will be booking travel from their smartphone in 2012.

“Capitalizing on the ICE Portal platform, clients enjoy access to the best technology available to present their product world-wide. Better presentation through more channels translates to lower bounce rates and higher sales conversion- more heads in beds. It really is a win-win” reiterates Henry Woodman, President and Founder of ICE Portal.

ICE Portal is known to deliver value and quick ROI to its’ clients through the all inclusive ICE platform. Joe McMahon, ICE Portal Chief Operating Officer, adds that “this is the second step of our mobile evolution as we continue to provide a full featured solution and allow our clients to remain ahead of market trends”.

About ICE Portal:

ICE Portal helps clients produce, manage and distribute rich visuals to over 11 million unique visitors a month on 1000s of websites around the globe. Powerful and flexible technology leverages HD360, photography, videos and eBooks that are easily managed and automatically distributed to all vanity names in travel worldwide.

The company is always in the forefront of innovation to constantly deliver real value to clients and get more heads in beds. For more information please visit www.iceportal.com.

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Links:

[i] <http://www.apple.com/iphone/ios4/>

[ii] <http://www.android.com/>

[iii] <http://www.forrester.com/rb/research>

[iv] [http://www.eyefortravel.com/news/asia/assessing-how-many-mobile-users-are-going-book-travel-their-smartphones-](http://www.eyefortravel.com/news/asia/assessing-how-many-mobile-users-are-going-book-travel-their-smartphones-2012?utm_source=http%3a%2f%2fcommunicator.eyefortravel.com%2flz%2f&utm_medium=email&utm_campaign=Newsletter+19+May+2011+ROW&utm_term=Average+lifespan+of+certain+mobile+apps+can+be+as+brief+as+30+days&utm_content=193860)

[2012?utm_source=http%3a%2f%2fcommunicator.eyefortravel.com%2flz%2f&utm_medium=email&utm_campaign=Newsletter+19+May+2011+ROW&utm_term=Average+lifespan+of+certain+mobile+apps+can+be+as+brief+as+30+days&utm_content=193860](http://www.eyefortravel.com/news/asia/assessing-how-many-mobile-users-are-going-book-travel-their-smartphones-2012?utm_source=http%3a%2f%2fcommunicator.eyefortravel.com%2flz%2f&utm_medium=email&utm_campaign=Newsletter+19+May+2011+ROW&utm_term=Average+lifespan+of+certain+mobile+apps+can+be+as+brief+as+30+days&utm_content=193860)