

FOR IMMEDIATE RELEASE

RTV Announces Integrated Social Networking Utility for Virtual Tours

TRAVERSE CITY, MI – December 29, 2008 – RTV, Inc. today announced the release of their new Social Networking Utility that is now integrated with their [virtual tours](#). This newest addition to their already technologically robust virtual tour features will allow virtual tour viewers and end-users to quickly add their favorite virtual tours to popular social bookmarking sites such as Digg, Delicious, Furl, Backflip, Reddit, StumbleUpon, Technorati, Mixx, and Bebo. The Social Networking Utility also allows virtual tour viewers to submit their favorite tours to popular social networking sites such as Facebook, FriendFeed, MySpace, LinkedIn and Twitter.

“We are very excited to give our [virtual tour dealer network](#) and their customers the ability to instantly share online tours across social networking and bookmarking sites that accept virtual tours.” Stated Jason LaVanture, Vice President of RTV, Inc. “Now more than ever, real estate agents and business owners need our powerful marketing tools to stay ahead. This latest enhancement from our marketing department gives our virtual tour providers, real estate agents and brokers the competitive edge and visibility they need in an aggressive market.”

This latest [virtual tour marketing tool](#) was released as part of a series of marketing enhancements to optimize RTV virtual tours for maximum exposure and distribution potential on the internet. The virtual tour viewer was also recently Search Engine Optimized and offers geographical targeting features to enable RTV virtual tour providers, real estate agents and brokers to effortlessly appear more quickly in search engine results for their farming areas. These pre-programmed features are controlled through the tour builder’s tour management system and are able to be controlled on individual virtual tours.

“Team RTV understands that although we are in the virtual tour industry, we are first and foremost in the marketing business. Our marketing department has been hard at work to not only integrate incredible marketing features such as this, but also to [coach our virtual tour providers](#), real estate agents and brokers how to use these tools to their greatest advantage.” Stated Cheryl Waller, National Marketing Manager, RTV, Inc. “We are constantly evolving our virtual tour features and training to incorporate Web 2.0 features and functionality. This enables our virtual tour network to effortlessly market with progressive technology and concentrate on their businesses without having to keep up with the Web 2.0 learning-curve. That’s the power of Team RTV; we do the work so that they don’t have to.”

According to the website, RTV virtual tours already incorporate integrated popular virtual tour features such as audio, video, brochure, and floor plan attachments as well as MLS information, maps, area information and even a linked tour gallery that is automatically populated with a real estate agent’s virtual tour inventory.

About RTV, Inc.

RTV, Inc. is a recognized leader in interactive 360 panoramic virtual tours and virtual tour software. Since 1999, RTV has continually led the way in the virtual tour industry with marketing implementations such as their proprietary interactive software, RTV PanoRider(TM), single property websites, on-demand [HitStats 2.0](#), [2D/3D interactive floor plans](#), [3D animated walk-throughs](#), custom websites, TourTrack(TM), tour audio solutions, TourDiscs(TM) and Sketch-and-Fax(TM) services. RTV virtual tours

are chosen over other virtual tour software programs daily by intelligent business owners who demand the best virtual tour software to showcase and market their businesses online. For more information about RTV virtual tours and marketing tools, visit their website at RealTourVision.com or give them a call at (866) 947-8687.

TourTrack, Sketch-and-Fax, PanoRider, HitStats, TourDiscs and RTV are trademarks of RTV, Inc.

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