

## Press Release

24 June 2011, Singapore — 3rd Planet Pte Ltd, developers of the world's first Interactive 3D Tourism Marketing Platform, announces the availability of the world's first platform for Tourism Location Marketing Solution to Global Tourism industry operators today in Singapore.

From key tourism destinations, places of interest, historical sites to realistic full scale 3-Dimensional replicas of entire cities. This interactive 3D environment of our existing planet – allows end users to journey through "Interactive Realistic 3D environments" in the comfort of their homes – creating a brand new exciting marketing tool for tourism industry players like tourism destination operators, Hoteliers, Shopping Malls, Retail Outlets and more to show case and sell their destinations and facilities to consumers around the world.



What sets the platform apart from others in the market is its commitment to the recreation of reality and an immersive 3D environment. All images, environments, content and cityscapes are designed to be as life-like and accurate as possible to the real world.

A version of the software with the capability to show certain parts of the world is already available today. The technology today allows support for up to a million objects per view area as well as sound and music, complete with special effects showing realistic weather patterns and powerful animation effects. Providing the most realistic virtual reality tour of any destination available in the market today.

The company already has contracts with several tourism authorities in the world and is working on many other projects and will be making formal announcements on partnerships in coming months ahead. 3<sup>rd</sup> Planet expects to completely map the globe in phases, providing a brand new exciting, interactive platform for vacation, travel planning and learning.

Targeted for a world wide launch in end 2011, consumers will be able to explore places of interest globally in 3D from the comfort of their home.

"This is an important and necessary step in the development of 3<sup>rd</sup> Planet," said Terence Mak, CEO of 3<sup>rd</sup> Planet. "Destination Marketing" has always been a challenge for most locations, it is about time we use a new platform to educate and show global consumers how the location really looks like and what they can expect to do there. Air Travel & Tourism is booming with the availability of budget airlines, consumers are beginning to be more world conscious, what is missing is a technology and a platform to showcase the World in Interactive 3D to a global audience. We hope to be the partner with many of the world's interesting places and help them showcase what they are doing to make the world a more interesting place." For more information, please visit [www.3rdplanet.com](http://www.3rdplanet.com)

## About 3<sup>rd</sup> Planet

3<sup>rd</sup> Planet is a 3D online interactive marketing platform for the global tourism industry. It depicts interesting places of the world and help global audience learn about global tourism locations online through a realistic 3D interactive environment. The software is web based and is supported across all major browsers through a small client download and is free for consumers to use.

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