

## Press Release

### **Everyone Can Climb Everest Now!**


Imagine embarking on the journey to Mount Everest in the comfort of your home. Experience the wonders of the highest mountain in the world and walk through attractions, buildings and heritage sites as if you are virtually there in person, with the world's pioneering technology in the tourism industry. Now, you can experience this first ever travel phenomenon in interactive 3D online.

3<sup>rd</sup> Planet creates interactive 3-dimensional replicas of major global tourism locations, complete with sounds and special effects showcasing a realistic environment which the users can interact with before they even visit them.

Just visualise yourself walking through a picture where the surroundings come alive with realistic sounds as you explore the streets, go into a building and manoeuvre your way around and experience what you cannot see from a picture, all at the click of a mouse.

You can also find out more about each attraction, building or tourism site instantly. Detailed information of each destination such as its brief history, nearby places of interests, shopping centres, F&B outlets, weather conditions with moving clouds and even birds chirping in the background will be presented realistically.

Developer of this world's first interactive 3-dimensional tourism platform, 3<sup>rd</sup> Planet Pte Ltd, has collaborated with the Nepal Tourism Board in its inaugural project 'Journey to Everest' to showcase Nepal and its myriad of remarkable destinations in ways never before possible. Nepal is a culturally rich country with the mystical Mount Everest and ten UNESCO World Heritage Sites, and is a dream destination to present to global travellers, outbound tour operators and travel agents.



“The selection of 3<sup>rd</sup> Planet Pte Ltd as a global online media partner was an important decision for us. As a national tourism office, we place a strong emphasis in presenting our tourism attractions to the global market in a unique way. The beauty of Nepal cannot just be described in pictures and words, and 3<sup>rd</sup> Planet has an amazing technology that enables us to showcase our country in a totally new dimension,” said Prachanda Man Shrestha, CEO of the Nepal Tourism Board.

Pawan Tuladhar, chairman of Pacific Asia Travel Association (PATA) Nepal Chapter added, “This project is a significant milestone for Nepal as the Nepal Tourism Board is the first official tourism board that utilises this cutting-edge technology. Users will experience the sights and sounds of several tourism locations in the ‘Journey to Everest’ online, and you’ll be surprised to find that Nepal has a lot more to offer to the global audience than Mount Everest.”

With high quality graphics and easy to use interface, 3<sup>rd</sup> Planet is the perfect marketing platform for the global tourism industry to showcase major tourism attractions and places of interest using innovative technology and delivering an unprecedented virtual travel experience to the global audience in the comfort of their home. “The tourism portal will offer end users an unparalleled experience to better visualise tourism destinations and equip them with more knowledge of what the locations have to offer before they travel. It will be rolled out in phases from the third quarter of 2011,” said Terence Mak, CEO of 3<sup>rd</sup> Planet.

Nepal Tourism Board and 3<sup>rd</sup> Planet would like to cordially invite all press and media friends to the World Travel Market 2011 on 7 November 2011 for a special preview of this amazing platform with the launch of the first phase of ‘Journey to Everest.’ The media will also be able to have hands-on experience in using this revolutionary software.

## 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.

---- YOUR INTERACTIVE 3D TRAVEL EXPERIENCE STARTS HERE -----

## Nepal Tourism Board

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**To reserve your seat at WTM 2011, please RSVP to:**

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