

R66T search

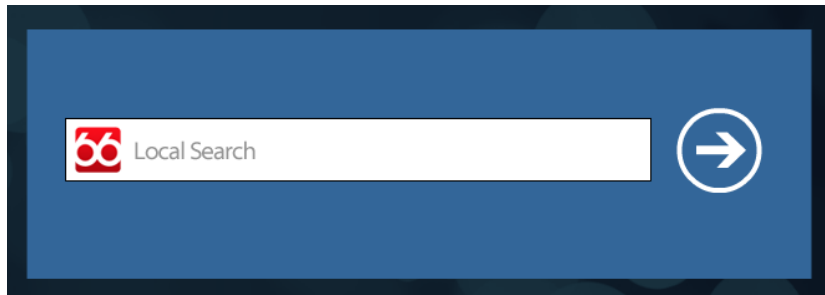
R66T Travel Connectivity (R66T proprietary search engine) provides an advantage over other companies providing local information to digital-networks, including national search providers such as google, Yahoo! and Ask.com, all of which are unable to provide hyper-local information without first asking the user for their current (starting) location. (Note: Hotel

guests rarely know the exact address of the hotel they are staying in). If geographic location is an automatic consideration within their search engine algorithm, their only alternative is to use the GOIP Library list to identify the approximate physical location.

The screenshot displays the R66T search engine interface. At the top, there is a navigation bar with categories like 'Food and Dining', 'Shopping and Gifts', 'Nightlife', 'Sports and Recreation', 'Entertainment', 'Transportation', and 'Personal Services'. Below this is a search bar with the R66T logo and a 'LOCAL SEARCH' button. The main content area is titled 'Top 10 Chinese Restaurants in Las Vegas, NV' and lists several restaurants with their addresses and phone numbers. To the right of the list is a map showing the locations of these restaurants. Below the main list, there are sections for 'Local Deals in Las Vegas, NV' and 'Local Listings in Las Vegas, NV'.

The R66T Travel Connectivity search engine (results page pictured), has become so popular that we are now offering it as a separate product to a wider audience of partners within Hospitality & Travel, many of which were candidates not for the OnSite Concierge Portal content or services, but are interested in a search engine that provides their customers access to authentic-local information and directions to dining and entertainment.





We anticipate a high-level of demand for our local-search application among travel venues that have tighter control over the content displayed on their digital-networks, such as government-controlled airports and travel bureaus, as well as hotels that have heretofore been unwilling to display our portal due to restrictions on advertising.

Ready for distribution today, we have developed a software development kit (SDK) that enables web sites, and digital-networks to easily place the R66T Travel Connectivity search bar (pictured above) on their interface, if they are interested in providing local-search to consumers; replacing google, aks.com, or Yahoo!!, each of which provide SDK's for the same purpose.