



PRESS RELEASE

230 Interactive to offer Virtual Tour Solutions to Asia Pacific region

AdTech, Singapore, 13th June 2013- Privately owned online solution veteran 230 Interactive has moved across shores to position themselves for new opportunities in marketing, branding, and advertising. The company, which boasts of a portfolio of over 200 digital solutions including digital strategy, web design, and social media to key clients, both locally and internationally, is the pioneer provider of virtual tours in Sri Lanka.

Following the successful launch of virtual tours last year, 230 Interactive has secured contracts with all the leading hotel chains in Sri Lanka. “This is a huge step for 230 Interactive and we are confident of offering world class services to clients overseas,” said Co-founder Sanjay Mendis. “Our promise is simple- we will take care of your online needs whilst you concentrate on your business.”

Typical businesses that could benefit from virtual tours are real estate companies, hotel resorts, educational institutions, health care facilities, retail stores, and manufacturers. “Being on the Internet 24/7 can attract global audiences and can eliminate repetitious presentations, reduce travel time and decrease costs, ” said Sanjay. In addition, with the growth of online travel bookings, virtual tours have become an important strategy in destination marketing.

The 230 Interactive virtual tour solution delivers the highest imagery and is designed to increase a company’s online presence by adding a 360-degree interactive virtual tour and essentially positioning brands amongst the best.

“Panoramic virtual tours add an exciting dimension to any presentation,” said Mugunthan Balakrishnan, Co-founder. “This is the next best thing to actually being in some place in real time and therefore, have enormous business benefits.”

The 230 Interactive solution can be embedded to a clients website as well as a mobile app. As the workplace becomes increasingly mobile, custom applications have emerged as a way to streamline how companies engage customers, improve employee productivity and boost revenue. “With the evolution of smartphones and mobile devices, the mobile app is an excellent tool for sales personnel or clients to know more about the property,” Sanjay added.

The company, founded in 2007, has been in the forefront of providing seamless, hassle-free effective online solutions that signifies leadership amongst their peers and the ability to maximize the digital media, social commerce and advertising world with products and services that could create and offer huge upside potential for high-growth businesses.



Presently, 230 Interactive has an impressive portfolio featuring key clients such as Pizza Hut, Samsung Sri Lanka, DHL Sri Lanka, Hilton, Amante Lingerie, Yamaha, NDB Investment Bank, Union Assurance Insurance and Micro Cars.

For two consecutive years, 2010 and 2011, 230 Interactive won Silver at the W3 Awards, making it the only agency in Sri Lanka to be honored internationally for creative excellence on the web.

About 230 Interactive

230 Interactive is a recognized leader in online interactive 360 panoramic virtual tours. Over the past six years, the company has built up one of Sri Lanka's largest and most impressive portfolios of websites. With over 18 years of experience in the digital arena, the founders have successfully developed digital solutions to address the business needs of customers and offer solutions that grow with the customer, and boasts of 99 percent client retention since the inception of the company.

For more information about 230 Interactive, you can visit our website www.230i.com or contact Sanjay Mendis on (94) 718 900230