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New Online Travel Portal Delivers Fresh Content With Advanced Mapping Functionality

TORONTO, ONTARIO--(Marketwire - Nov. 30, 2009) - PlanetEye is pleased to announce the launch of PlanetEye Traveler (planeteyetraveler.com), a feature-rich online travel magazine that is packed with unique and advanced user-friendly functionality. Designed for consumers and travel industry professionals, this award-winning portal features eye-grabbing editorial and rich visual content which is provided by dozens of travel writers from around the world.

The constantly evolving editorial calendar delivers diverse perspectives on seasonal and geographical themes, complete with high quality imagery ([Photo Highlights](#)) so viewers can immerse themselves in the experience. PlanetEye Traveler also offers a special features report ([Special Features](#)) to showcase inspired and creative travel ideas; as well as ongoing coverage of featured cities around the globe so readers can stay up to date on the latest venues and events.

The featured articles make travel planning even easier by linking readers to PlanetEye's unique and patented mapping technology ([Interactive Travel Map](#)) that sorts, ranks, and filters travel data in real time. Visitors can quickly check the location of the featured hotspots, look at dozens of other local attractions, locate them precisely on the map and integrate all the information into a single planning guide.

"While it's easy to get information on the usual high profile tourist sites and restaurants, PlanetEye takes the planning experience further; it alerts people to dozens of hidden local treasures which they can simply add to their online itinerary," said Jonah Sigel, President & CEO, PlanetEye. "For example, if you visit Toronto, we can guide you to details on events like Winterlicious. Once you've chosen your restaurant we can then provide you with the hottest nightclubs in the same area. We think of it as the hip, happening guide to travel worldwide."

All [PlanetEye Traveler](#) content is currently available for syndication on other sites, whether a single article, a series around a particular theme or a recurring feed. This makes it an ideal resource for travel agencies, tourism sites, hotels and blogs. PlanetEye can also work with customers to help them create customized content bundles that will add greater depth and functionality to their current websites.

About PlanetEye

Founded in 2006 in Toronto, [PlanetEye](#) is an advanced content platform specialized in the travel space that was born out of Microsoft Research. Its clustering and visualization techniques allow for the retrieval of large volumes of content in any given region of the world, with a single, efficient query. In tandem with its team of travel writers and large database of points of interest, PlanetEye enables clients to create engaging travel websites.

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