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Mood Media Launches MVision Travel - New Digital Signage Solution Featuring TripAdvisor Content for the Hospitality Industry

TORONTO, June 20, 2013 /CNW/ - Mood Media continues to enhance its digital signage content offering through a new partnership with TripAdvisor®. The agreement allows for special access to content from the world's largest travel website that is configured within Mood's digital signage platforms, creating a unique digital signage solution designed especially for hotels and other hospitality venues.

Mood is marketing the new digital signage solution as "MVision Travel," offering the TripAdvisor content as a customized supplement to major hotel brands. In hotel venues, the digital signage application serves as a "virtual concierge" for guests. Mood's feed of TripAdvisor content provides a real-time index of user reviews, recommendations, pictures, and ratings for local attractions. The platform is also customizable for each unique brand so it can leverage any TripAdvisor content it deems appropriate.

"With TripAdvisor, Mood has established another premium digital signage content partner in a rapidly growing market for digital signage technology. By providing local, user-based travel information via the trusted TripAdvisor platform, we will help our clients deliver a more fulfilling experience for their guests," said Mood Chairman and CEO, Lorne Abony.

Mood serves more than 7,000 hotel clients around the world with music, messaging, digital signage, scent and sound system solutions.

For more information about Mood, please visit www.moodmedia.com.

About Mood Media

Mood Media (TSX:MM / LSE AIM:MM) is the global leader for Experience Design. By integrating media and sensory content, social and mobile applications, and technology-based solutions, we enhance brands and help our clients create powerful connections with their customers.

Mood partners with many of the world's leading brands across a wide range of industries, including retail, fashion, financial services, hospitality and food service. Serving more than 570,000 commercial locations more than 40 countries throughout North America, Europe, Asia, the Middle East and Australia, Mood reaches more than 150 million people every day.

For more information about Mood Media, please visit www.moodmedia.com. Follow us on Twitter <https://twitter.com/moodmedia> and connect with us on Facebook <http://www.facebook.com/moodmedia>.

About TripAdvisor

TripAdvisor® is the world's largest travel site*, enabling travelers to plan and have the perfect trip. TripAdvisor offers trusted advice from real travelers and a wide variety of travel choices and planning features with seamless links to booking tools. TripAdvisor branded sites make up the largest travel community in the world, with more than 200 million unique monthly visitors**, and over 100 million reviews and opinions covering more than 2.5 million accommodations, restaurants and attractions. The sites operate in 30 countries worldwide, including China under daodao.com. TripAdvisor also includes TripAdvisor for Business, a dedicated division that provides the tourism industry access to millions of monthly TripAdvisor visitors.

TripAdvisor, Inc. (NASDAQ: TRIP) manages and operates websites under 20 other travel media brands: www.airfarewatchdog.com, www.bookingbuddy.com, www.cruise critic.com, www.everytrail.com, www.familyvacationcritic.com, www.flipkey.com, www.holidaylettings.co.uk, www.holidaywatchdog.com, www.independenttraveler.com, www.jetsetter.com, www.niumba.com, www.onetime.com, www.seatguru.com, www.sniqueaway.com, www.smartertravel.com, www.tingo.com, www.travelpod.com, www.virtualtourist.com, www.wherivebeen.com, and www.kuxun.cn.

*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, April 2013

**Source: Google Analytics, worldwide data, May 2013

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