

BlueLaVaMedia Announces Integrated Social Networking Utility

TRAVERSE CITY, MI – December 30, 2008 – BlueLaVaMedia producer of Traverse City Virtual Tours and a division of LaVaWorks, LLC today announced the release of their new Social Networking Utility that is now integrated with their virtual tours. This newest addition to their already robust virtual tour will allow anyone to quickly add their favorite virtual tours to popular social bookmarking sites such as FaceBook, MySpace, Digg, LinkedIn, Twitter, Delicious, FriendFeed, Furl, Backflip, Reddit, StumbleUpon, Technorati, Mixx, and Bebo. BlueLaVaMedia already has a well established distribution tool called their Exposure Engine which sends virtual tours to 98 real estate portal sites as well as converts virtual tours to a video format for enhanced video distribution.

“We are very excited to have this unique listing distribution tool in place and accompanying our already extreme virtual tour exposure. Typically tours sent through our Exposure Engine receive thirty to fifty percent more traffic than those not sent. This new tool will only elevate that number since literally anyone on the web can instantly share our online tours across social networking sites.” Stated Jason LaVanture, VP and founder of RTV, Inc and owner of BlueLaVaMedia. “Now more than ever, real estate agents and business owners alike need powerful marketing tools like this to remain competitive. This latest enhancement gives our customers a competitive edge and the kind of visibility they need in this aggressive market.”

This latest virtual tour marketing tool was released as part of a series of enhancements to optimize all RTV powered virtual tours for maximum exposure and distribution potential on the internet. The virtual tour viewer was also recently made “Search Engine Friendly”. Anyone on the web can simply search for a particular address, business, or real estate agent and find that BlueLaVaMedia virtual tours are likely to appear naturally near the top of the search engine results further increasing the reach and exposure level.

About BlueLaVaMedia, a division of LaVaWorks, LLC

BlueLaVaMedia is a provider of Northern Michigan virtual tours with team members Jason LaVanture and Jim Blue. Together LaVanture and Blue’s talents come together to create Michigan virtual tours and property marketing. For more information, visit their website or call (877) 941 –TOUR (8687).

About RTV, Inc.

RTV, Inc. is a recognized leader in interactive 360 panoramic virtual tours and virtual tour software. Since 1999, RTV has continually led the way in the virtual tour industry with marketing implementations and proprietary virtual tour software

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