



Be There

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Local Technology Company Takes Madison Ave. Top Honors

VTour, a multi-media web technology company based in Truckee, was honored with a 2011 Media Vanguard Award at the annual *Advertising Age* Media Evolved Conference, Tuesday night in Manhattan. The winning project was the Nike US Open of Surfing in Huntington Beach, Calif.

"VTour builds groundbreaking multimedia," says the latest edition of *Advertising Age*, the leading publication and media voice of the American advertising and marketing industry. Other 2011 Media Vanguard Awards winners include *Time*, *The New York Times*, and HBO. VTour caught the judges' attention for our new interactive HTML 5 multi-media player, integrating a game-like virtual experience with social media interaction.

The VTour web technology allows viewers to tour a location or business— town, college, resort, hospital or entire region— deciding their own path of travel between panoramic photos, videos and links. A visitor to the US Open VTour can virtually walk all around the event, watch contest videos, shop for logo wear, travel down the pier or into town, check surf conditions, and share their virtual experience on Facebook.

VTour was founded in Incline Village in 2007 as a sister-company to *Tahoe Quarterly* magazine. Over the last several years, the company's developed the world's most innovative photo- and video-based, virtual tour player. Our clients include Mammoth Mountain, Peppermill, Resort at Squaw Creek, Kaiser Permanente, UC Davis Children's Hospital, Nevada County, Hornblower Yachts and the Sierra Nevada Geotourism project. For VTour web clients, the average length of engagement is counted in minutes (8-14 for our larger clients), not clicks.

VTour owners and staff are almost all long-time Tahoe or Reno locals, including VTour President, Greg Murtha, Chief Technology Office, Doug Rhiner, Tahoe Quarterly Chairman, Doug Swanson, TQ Digital Director, Derek Swanson, and TQ Publisher and VTour Creative Director, Chaco Mohler. Technicians and photographers include Mich Pavel, Matt Palmer, Corey Anderson and Carine Knight.

Media Vanguard Award— <http://adage.com/article/special-report-media-vanguard-awards/media-vanguard-awards-digital-natives/230922/>

Nike US Open of Surfing— <http://vtour.govtour.com/vtour.php?tid=274>

VTour on NBC— <http://www.kcra.com/video/28408029/detail.html>