

# MyMaltaInfo.com Launches Multimedia Player For Company Listings



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MyMaltaInfo.com, the comprehensive online travel guide for the Maltese Islands, has made available a new multimedia player to all companies that are featured on the website. The player, developed by Plush Media for the whole MyDestinationInfo.com network, delivers online videos and virtual tours seamlessly on the website listings.



Filming, photography, editing, production and hosting are all taken care of by MyMaltaInfo.com in close collaboration with Plush Media. As

with the rest of the website, the idea is to make it easy for businesses with an interest in the travel and tourism industry to market their products in an affordable and effective way to an international audience using cutting edge technology.

The MyMaltaInfo.com online travel guide promotes businesses across various sectors that can take advantage of this new multimedia offering. [Hotels in Malta](#), restaurants, clubs, bars, diving centres, historical and cultural attractions, health and beauty centres, [English language schools](#) and shopping malls are prime examples of companies that make great candidates for a virtual tour and a video.

The videos are all divided into short sensible chapters. A restaurant video can cover general views of the venue in one chapter, an interview with the manager in another and the chef cooking his signature dish in the final chapter. This is an exceptionally attractive way to market a business with online visitors spending considerably more time learning about the restaurant than with conventional text only listings. Similarly, the virtual tours can depict a venue much better than any amount of text and normal photography can. A health spa, for example, can show off its premises online to potential clients just as if they were 'virtually' there, seamlessly moving from the indoor pool, to the massage parlour, to the steam room and so on.

Owner and director of MyMaltaInfo.com, Niki Bilocca said, "The multimedia player is another unique service that we are giving to our valued clients. The aim has always been to empower even small businesses to be able to market themselves online using the latest technologies without the need to spend a small fortune. The multimedia player is also made available to be embedded in any other online platform free of charge, such as the company's own website. These videos and virtual tours definitely take our clients' presence online to a new level."

Multimedia is rapidly becoming a key feature of leading information websites to help the user make spending decisions by showcasing the product or service in the best way possible. It has therefore been a natural step for MyMaltaInfo.com to embrace this technology and an important step to continue providing the most accurate and current information about [Malta](#) and Gozo for visitors to the site.

### **[About MyMaltaInfo.com](#)**

MyMaltaInfo.com is a leading online travel guide to Malta and forms

part of the MyDestinationInfo.com global network of travel portals. The website offers the facility of online flight, hotel and car hire bookings.

MyMaltaInfo.com includes a comprehensive guide, supported by interactive multimedia, of recommended accommodation, [restaurants in Malta](#), nightlife, things to do, special interest travel, shopping, property and events in Malta. All the content is generated locally and presented in an attractive and user-friendly design.

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