

PRESS RELEASE

For Immediate Release

Press Contact:
Jill Schmidt
(847) 415-9311
jills@sspr.com

Arizona Firm Revolutionizes Real Estate Photography with New ELC Technology

*‘Enhanced Lighting Compression’ from VisitMyLuxuryHome.com
Brings New Level of Detail & Appeal to Property Photos*

PHOENIX, AZ (March 25, 2008) — Arizona-based VisitMyLuxuryHome.com today introduced a new real estate photographic service that dramatically improves both printed and digital presentations of properties for sale.

The new Enhanced Lighting Compression (ELC) system produces pictures that bring out far more of the details seen by the human eye, creating stunning images that have a hyper-real level of presence, clarity and immediacy.

ELC photography involves taking multiple simultaneous exposures with a specially configured digital camera. These images are processed at VMLH’s studio, where they are integrated and enhanced with custom software that merges a series of images into one ELC photograph that can be printed, emailed or used on web pages as a standard JPEG photo file.

“ELC photography represents a leap ahead in realism and clarity. It’s a perfect fit for the real estate marketplace,” said Benjamin Freedman, CEO of VisitMyLuxuryHome.com. “Buyers see far more of the beauty and visual nuances of a property, and realtors can be sure they’re showing their clients’ listings in the best possible light.”

VisitMyLuxuryHome.com is offering 10- and 25-image ELC photo packages. Pricing for both packages is listed on the VMLH website. Packages can also be bundled with and shot at the same time as VMLH’s Online Open House video service, which offers professional presenters guiding viewers from room to room.

“I tell people that ELC photos adds \$100,000 to the value of their home,” said Arizona realtor Kim Stoegbauer. “Even the professional photography I used to use on my luxury listings pales in comparison to the response I’m getting from buyers with the new photos. You really have to see it to believe it.”

Sample photos using ELC are available on the web at www.vmlh.com/elc. More information is available from Jill Schmidt at (847) 415-9311 or jills@sspr.com

About VisitMyLuxuryHome.com

VisitMyLuxuryHome.com puts multimedia Web 2.0 technologies to work helping realtors and home sellers make their listings stand out from the crowd. VMLH specializes in creating Internet video ‘open houses’ in which a prospective buyer is guided through properties by live professional presenters in high quality, full motion video. VMLH’s new ELC Photography System produces pictures that bring out far more of the details seen by the human eye, creating stunning images that have a hyper-real level of presence, clarity and immediacy. Utilizing Web 2.0 syndication and navigation technologies, the photos and video are available in some of the most popular places on the Internet, including the realtor’s own website, and can be viewed locally and from far away 24 hours a day. For more information, visit www.visitmyluxuryhome.com or call (480) 240-9262.

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PHOTO ATTACHED: “An image created with the ELC Photographic System”