

# P2P Messaging Tool Improves Luxury Home Exchanges

*Creative technologies firm licenses cloud-based messaging solution to improve person-to-person transactions.*

Tysons Corner, VA — (August 1, 2016) — The emerging person-to-person (P2P) economy, fueled by such companies as Airbnb and Uber, will provide many new service opportunities. One of the key technologies that enables the P2P economy is frictionless messaging between the parties. V! Studios, a creative technologies firm, has launched its V! Message cloud-based application to permit businesses and government agencies to deploy their own cloud-messaging service.

For customer service functions, including inquiries for government services, V! Message provides transparent, track-able, and archival conversations through any modern Web browser on any modern device including mobile phones. V! Message can serve as an electronic exchange between two parties to negotiate directly and anonymously. Upon the parties reaching an agreement, the hosting company then concludes the transaction or request. This capability is being used by Trade to Travel, the premiere vacation home exchange website for owners of luxury properties.

Leah Powell, President/CEO of Trade to Travel praised V! Message, “For Trade to Travel, V! Message facilitates member-to-member communication, which greatly reduces the demand on company resources. By connecting members directly to one another, communication is quicker while also being anonymous which ensures privacy and eliminates the risk of becoming a target for phishers and spammers.”

“Operating in the cloud, V! Message can scale to meet any demand.” said V! Studios CTO Chris Shenton. “And V! Message can be rapidly customized for unique customer requirements.”

**About Trade to Travel:** Headquartered in British Virgin Islands, Trade to Travel offers its members the world's most luxurious collection of vacation homes, villas, boutique hotels, resorts, spas, castles, chateaux, estates, penthouses, private islands and megayachts accommodations.  
**LuxuryHomeExchange.com**

**About V! Studios:** Headquartered in Tysons Corner, VA, V! Studios is a unique hybrid company, successfully combining left brain and right brain skills to weave technology, information, and the arts into innovative and effective products and services. **V-Studios.com**

## Contact Information

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