

PermissionTV Redefines Online Video With SmartPlayer™

Intelligent Platform Responds to Viewer Preferences to Deliver High-Impact Online Video Experiences

WALTHAM, Mass. – January 29, 2008 – [PermissionTV](#), a leading online video platform provider, today launched PermissionTV SmartPlayer™. The innovative platform offers major brands, media companies and publishers, the technology to engage new audiences, enhance relationships, drive advertising revenue and maximize customer value through rich, interactive video experiences. PermissionTV's patent-pending SmartPlayer technology responds to viewer needs and preferences in real time to deliver the most relevant and engaging user experience.

Leading organizations – including Adobe, Bob Vila, Boston Symphony Orchestra, Cygnus Business Media, Harvard Business School Publishing, Intercontinental Hotels and Toyota Scion – and their partner advertising and interactive agencies are using PermissionTV SmartPlayer to create their own branded, online video initiatives for a wide array of marketing objectives. To learn more about PermissionTV SmartPlayer visit: <http://www.permissiontv.com/smartplayer>

“PermissionTV provides us with a flexible video publishing platform to distribute a complex content library. We distribute advertising-supported television archives alongside original made-for-the-Web ‘How-To’ and ‘Step-by-Step’ instructional video,” said Dan Newberry, vice president of advertising and marketing, BobVila.com. “The PermissionTV platform gives us the flexibility to create engaging and intelligent user experiences. SmartPlayer's advanced features will allow us to demonstrate a deeper level of engagement with the BobVila.com audience to our marketing partners.”

Key PermissionTV SmartPlayer features include:

- **Smart Playlists** – presents video content based on targeting rules that combine viewer information (e.g., demographics, geographic location) and business objectives
- **Video Overlay** – delivers supplementary information during video playback such as commentary, links to additional content, product purchase options, etc.
- **Integrated Viewer Feedback** – gives viewers the opportunity to provide feedback during video playback through voting, polls, clickable graphics, etc.
- **Branching** – facilitates a real-time change in the content path based on previous activity or viewer action to optimize relevancy
- **Hotspotting** – highlights areas within the video for selection to trigger activities such as learning more detail or purchasing a product
- **Contextual Viewer Notes** – allows viewers to add notes directly into the video experience, creating personalized messages to share with friends
- **Tag-based Viewing** – enables videos to be tagged and re-organized to create new viewing experiences
- **Ad Serving** – supports the integration of multiple ad servers and formats within one video experience to give viewers the most content-relevant advertising and presentation
- **Syndication** – enables all capabilities to travel with the video for distribution to other sites, blogs and social networks including MySpace and Facebook

“It's all about creating a direct, two-way communication channel between the brand and the consumer – delivering relevant online video and advertising in the most effective context,” said

Jonathan Sackett, chief digital officer, Arnold Worldwide. “Partnering with PermissionTV gives our creative and development teams the needed technology platform to bring customized online video initiatives to life for our clients.”

“Today’s brands and agencies are looking for ways to create an interactive, rich exchange with consumers. However, traditional Web video platforms only deliver a passive, linear experience and miss the mark,” said Bob Lentz, CEO of PermissionTV. “Unlike other vendors’ template-only, one-to-many approach, PermissionTV’s SmartPlayer is the first online video platform that delivers an effective, branded communication vehicle governed and driven by the interests and needs of the consumers. PermissionTV SmartPlayer is part of an open and flexible platform, and delivers sophisticated and highly interactive online video experiences that effectively engage users.”

About PermissionTV

PermissionTV offers a flexible platform for delivering innovative and interactive video experiences on the Web. PermissionTV tools empower companies to use video to capture new audience, enhance relationships and maximize customer value. Many leading Fortune 1000 companies, agencies, publishers and public service groups such as Agency.com, Bob Vila, Boston Symphony Orchestra, FHM Magazine, Intercontinental Hotels, Mitt Romney and Harvard Business Publishing work with PermissionTV to generate awareness, engage prospects and deepen customer relationships. For more information, see www.permissiontv.com.

###

CONTACT:

Erica Camilo or Kim Pegnato
BluePoint Venture Marketing for PermissionTV
781-861-7800
Erica@bluepointmktg.com
kim@bluepointmktg.com